



SPECIAL FLYER 2

Dear Customer:

This flyer is being sent to a select group of our best customers. It is a collection of our current national advertisements plus a collection of some of our best selling items. We've also included a few new items which we've never shown before.

I want to call your attention to our line of rowers and treadmills--equipment that I have personally used for about two years.

Just one hour of good exercise per week is all the exercise you need. That's only 20 minutes every other day. I have done just that. I'm a busy executive but spending just twenty minutes a day for just three days a week is easy with the built-in incentives that you get with the Precor line of rowers and treadmills. I have not been sick nor had a cold for two years now and I credit my good health to this simple weekly exercise program.

Please also note the story entitled "Space" about one of the most unusual products we have ever offered. Because the Space Probes are limited in number, we wanted to introduce them to you first, before we published our national advertisement.

The Robot Helper is the unusual story of how a very persuasive letter from a Mr. Heller got us to offer an outstanding new product. We also introduce the New Fresh Air Bubble in this flyer--a new version of our best selling ion generator.

If you need VHS video tapes here's another opportunity to stock up this fall with the best tape you can buy. And if you'd like a novel pool toy or a great holiday gift, our Orange Torpedo is on sale for only \$69. But hurry, we've only got a few left.

Very often when we introduce our products in a national magazine, our regular customers may not hear about them until our catalogs are distributed. We just wanted to give you, our regular customers, the opportunity to respond first. We appreciate your past patronage.

Sincerely,

Joseph Sugarman
President

PS: When you purchase anything from this catalog you automatically join our "good customers" list which entitles you to a 10% credit. Shortly after year-end we will automatically send you a credit certificate which you can apply to your next purchase. It's like getting a 10% discount on all your purchases and there's nothing to save and nothing to fill out. We do it all for you right in our computer.

There are hundreds of unique JS&A products that will be available at each store.

JS&A Stores

JS&A plans to open retail stores in national expansion program.

By Joseph Sugarman



Picture this—a beautiful store filled with the latest in space-age electronics and high technology. A portion of the products aren't even available but are prototypes of some of the latest in innovation and ingenuity.

For the gadget lover, the person who appreciates useful products or simply the person wanting to be the first on the block, a visit to a JS&A Products That Think store will be an interesting experience.

To make this dream come true I plan to carefully screen those individuals who have the desire to own a JS&A store and participate with me in an extension of our successful mail order

operation. Our strong marketing expertise, proven in fourteen years of innovation, will be your key to success.

If you have an appreciation for advanced technology, a desire to own a JS&A Products That Think store and the capital to support your desires, please write me expressing your interest along with information we could use to evaluate your qualifications.

There is a revolution taking place every month in audio, video and other electronic categories. JS&A is determined to capitalize on this revolution on a massive national scale. Write with your qualifications on your letterhead, today.

A good example of the extent some manufacturers go to make a buck.

Blue Banana



In man's quest to provide the ultimate in low-cost transportation, the bicycle was invented. And although riding a bicycle can be fun, it wasn't as much fun as the skateboard which wasn't invented until a few years ago.

But a clever little company in the Far East, in a desperate attempt to create a new product, has come up with the Blue Banana—a combination of both a bicycle and skateboard.



If you want your kid to be first on the block, you'll love the Blue Banana.

The Blue Banana has a back wheel, pedals, and a seat just like a regular bicycle, and it has a pair of roller skates for front wheels.

You steer the Blue Banana by tilting your body in the direction you wish to go while holding on to a small handle that sticks out the front of the seat.

Lean to the left, the Blue Banana goes to the left. Lean too far to the left and well...you'll fall off. But that's part of the fun. It takes a certain degree of skill to learn how to stay on this thing—something that would be a real challenge for any youth with flexible body parts.

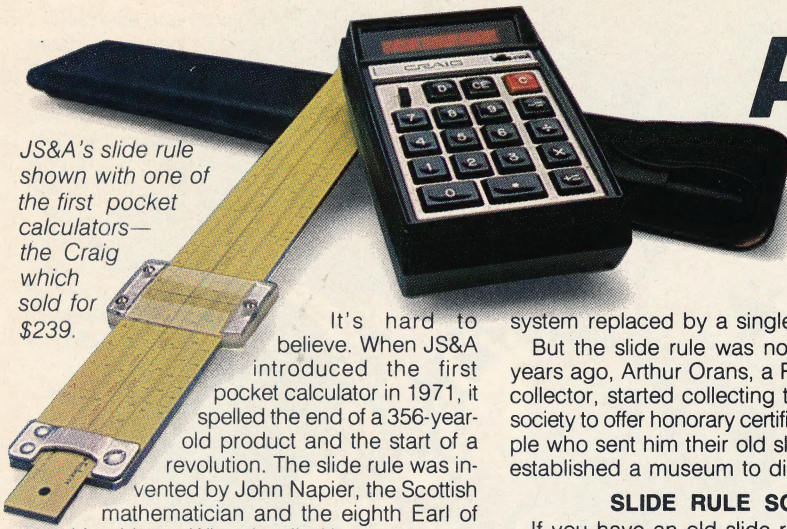
About the only redeeming feature of this product is that we don't have huge quantities to sell. The importer is afraid to order too many for fear that nobody in their right mind would buy it, let alone sell it, even though it is a big seller now in Europe. So we only have a few hundred to offer as part of this test program.

If you're looking for a truly unique gift for any young person who would appreciate being the only person on the block with a product that may never be seen on his block ever again, we urge you to order one quickly. On the other hand, if you want a challenging new sport, one that requires balance, skill and a good backhand, take up tennis.

Blue Banana (0055M 5.00) **\$99**

Ancient Tools

JS&A's slide rule shown with one of the first pocket calculators—the Craig which sold for \$239.



The slide rule died a sudden death in 1972 when Hewlett Packard introduced their HP-35 calculator. If you still own a slide rule, it may be worth a fortune.

It's hard to believe. When JS&A introduced the first pocket calculator in 1971, it spelled the end of a 356-year-old product and the start of a revolution. The slide rule was invented by John Napier, the Scottish mathematician and the eighth Earl of Merchiston. When he died in 1617 he was credited with the invention of both the slide rule and the logarithm. Napier's logarithm was simply a way of expressing a number in exponential form. Once converted to an exponent, numbers could be multiplied or divided simply by adding or subtracting the exponents. His slide rule invention did this quickly and without batteries. When the Hewlett Packard HP-35 pocket calculator was introduced in 1972 for \$400, it signalled the end of the slide rule. Within a few years the prices of calculators dropped below some of the cheapest slide rules. The slide rule was dead—a symbol of a 356-year-old

system replaced by a single silicon chip.

But the slide rule was not forgotten. A few years ago, Arthur Orans, a Philomath, Oregon collector, started collecting them. He set up a society to offer honorary certificates to those people who sent him their old slide rules. He then established a museum to display these relics.

SLIDE RULE SOCIETY

If you have an old slide rule and send it to JS&A, we will forward it on to the slide rule society and the society will send you a certificate of membership plus a receipt which you can use as a contribution on your income tax.

Or if you simply want a certificate showing that you belong to the society, you can send JS&A a contribution which we will forward to the society. Make your check payable to the International Slide Rule Society.

Many of the average slide rules that sold for ten dollars over fifteen years ago may be worth fifty or even one hundred dollars depending on their condition. The K & E model 100 with hang-

ing eyelets is being offered for \$275. Other models, depending on age and condition could sell for more.

In 1984 a cache of a few hundred brand new slide rules was found in an old Brooklyn warehouse. JS&A purchased the entire batch to offer its customers. If you wish to own an authentic symbol of this era or wish to give an unusual gift that will be both unexpected and definitely limited, we can't recommend a more appropriate product. Get one for everybody in your engineering department or for a serious math or engineering student. Each slide rule measures 1 1/4" x 12" and comes with a complete 64-page instruction booklet that discusses the dozens of possible uses for a slide rule.

Let us preserve the one instrument that launched our technological revolution in the United States—the tool that overnight was replaced by the start of the new electronic revolution. Order one today.

Slide Rule (6098M 3.00)\$19

Leveraged Buyout Sale

Everybody's doing it—why shouldn't we? Here's our unique approach to America's latest acquisition fad.

Go to your bank. Tell them you'd like to make a leveraged buyout. Now if your bank is one of those "with it" type financial institutions, they're going to listen. After all, a leveraged buyout is the new fad at banks—the new way they're all getting into trouble.

A leveraged buyout is when some entrepreneur buys a company using the company's assets as collateral for a bank loan so the entrepreneur doesn't have to put up much of his money to buy the new company which he couldn't afford to buy in the first place.

If this all sounds complicated, it doesn't matter. We've simplified it to such an extent that you'll have no problem figuring out our new sale. First, the sale.

We've got 3,000 Time Ball clocks and 3,000 Time Cubes. Both are travel alarms with back lights and snooze buttons and make great giveaway holiday gifts.

We originally sold them for \$19.95 each. Then we dropped the price to \$9.88, and now we've made it absolutely irresistible at the Leveraged Buyout sale price of \$3.50 each in quantities of ten. That should get rid of every last single clock in time for the holiday season.

We've got to get rid of them in time for the holiday season. They take up a lot of space in our warehouse and besides, we need the cash.

But anyway, back to your banker. Just tell him that JS&A is making this incredible offer and is willing to sell you two great products at a price

below the price JS&A originally paid. Ask your banker to give you the money to make the purchase so you can send the clocks out to all your best customers, your star employees and your best suppliers.

Tell him that with such generosity, you'll be such a big hit that your business will grow and prosper and you might even pay him back.

Bankers are a funny breed. Often it takes talking their language to make a big impression. So JS&A has tailored this wonderful sale around a magic new banking word. Order a package of ten clocks during our big Leveraged Buyout sale and at no obligation, of course.

10 Time Balls (2085M 3.00)\$35
10 Time Cubes (2086M 3.00)35

The Time Ball measures about 2 1/4 inches in diameter and the Time Cube is 2 3/4 inches each side. All batteries are included.





New Zealanders discovered that sleeping under sheep's wool induced sleep.

Sleep Sheep

We may have discovered a way to improve your sleep forever.

The story we are about to tell you may seem rather incredible. And indeed it is. But if you'll have an open mind, what you will learn may indeed change your life.

There is a new product manufactured in New Zealand that is selling very well. It's called the Woolrest—a bed pad made of thick wool. You simply place it over your mattress and then cover it with your bottom sheet as you normally do when you make your bed.

SLEEP INDUCING

Sheep's wool has always had an outstanding reputation for keeping you warm in winter and cool in summer. That is why wool seat covers in automobiles are so popular. But wool has another property known by New Zealanders for many years. Namely—wool induces sleep.

In New Zealand, for example, a way to cure insomnia was to cover yourself with a sheep skin rug. For some very unscientific reason, the hypnotic quality of the wool encouraged sleep. Counting sheep was another technique that was often recommended. But it was the development of the Woolrest bed pad that suddenly turned an old wives tale into fact.

DIFFERENT EXPERIENCE

Sleeping on a Woolrest is a different sleeping experience. Whether you sleep on a hard or soft mattress, the Woolrest apparently radiates a feeling of comfort and relaxation from the wool fibers which mold, massage, and conform to your entire body.

Scientific tests conducted by Dr. Peter Dickson of Ohio State University proved that the Woolrest pad indeed helped induce sleep. Testimonials from people who owned them clearly demonstrated that Woolrest not only induced sleep but also provided great relief for backaches, arthritis, and rheumatism. Its natural

fibers tend to alleviate the pain and pressure caused by these illnesses and thus make sleep come easier and deeper.

Most of us on occasion have a difficult time getting to sleep. And we all have our own formulas for solving this problem—from pills to biofeedback techniques. But what if we had a natural substance that improved our sleep every night without any effort on our part? However, here's another great benefit.

COOL IN SUMMER

In the winter the Woolrest holds your body heat and thus keeps you warmer. You'd expect that. But in summer it keeps you cooler through a process of moisture absorption. To easily experience this, wet your finger and hold it in the air. As the water evaporates, your finger feels cooler. The Woolrest uses this same principle as it absorbs up to one-third of its weight in moisture, keeping your body cool and dry.

Keeping you warm in winter and cool in summer while inducing sleep all year round might seem too good to be true. We thought so until we read reports of some Americans who have recently bought them.

Frank Thornton, a Seattle Washington dental technician, spent the last six years tossing and turning at night. While trying to sleep, his arthritis and spine problems would send "shock waves" of pain through his body leaving him exhausted in the morning. He purchased a Woolrest pad and has been able to sleep through the entire night practically every night.

According to Thornton, "I felt a sensation of buoyancy from the Woolrest. I have read in literature that a person sleeps more restfully with natural fibers surrounding his body and I believe that there is validity to this statement." Thornton has already purchased seven Woolrest

pads for his entire family and they love them.

IT WORKS

Dr. K'ri Omar of Issaquah, Washington is a writer who had serious problems sleeping at night. According to Omar, "Woolrest has changed my life. I now go to bed with delight and awake with greater refreshment. Why? Who cares. It works. I also have greater energy for my work every day."

But the real excitement about Woolrest is its long-term benefits. Using a Woolrest you know that the rest of your life will be spent sleeping comfortably, with a minimum amount of sleeplessness. Certainly, there will be nights when it will be difficult to go to sleep. But with the Woolrest those nights will be fewer, shorter and without the tradeoff of having to take sleep-inducing drugs.

Will the Woolrest work for you? We're willing to prove it with no risk on your part. Order one for a 90-day sleep test. When you receive it, closely examine the surface. Feel the thick pure woven pile of natural wool. Notice the weight and substantial feel of the pad. Place it on your bed and then cover the pad with your regular bottom bed sheet—either fitted or plain.

JUST A FEW DAYS

That night go to sleep on it. But don't judge the effectiveness until you've slept on it for at least a full month. You should actually notice the difference in just a few days, but after a month you'll turn from being skeptical like we were to a real enthusiastic believer. If not, we'll understand. After all, it may not work for everybody. If not, simply return it within the 90-day sleep trial, and you'll receive a prompt and courteous refund. The Woolrest is warranted for five full years and washes easily in your washing machine. Complete instructions come with each pad.

The price of a Woolrest may seem high. This much pure wool to cover your entire bed is indeed costly. But what price can you attach to a good night's sleep? How much more productive can you be when you're more alert? Then multiply these benefits through an entire lifetime. And if you suffer from backaches, arthritis or rheumatism, the Woolrest is priceless.

Sleep on a Woolrest and experience what we mean at no risk or obligation. Order one, today.

Twin Size (0025M 5.00)	\$129
Full Size (0026M 5.00)	179
Queen Size (0027M 5.00)	206
King Size (0028M 5.00)	269

BE CAREFUL

There are now dozens of cheap imitation wool bed pads or sleepers selling for less. Before you consider buying a Woolrest or any other sleeper, please read the following.

The Woolrest has been proven in research and extensive tests. To date, it's the only wool bed pad that has been proven effective in helping to induce sleep. But its success has been primarily due to three factors: 1) the amount of wool, 2) the type of wool, and 3) the construction.

Let's talk about construction first. The Woolrest is pure wool. There are no artificial materials used in the blanket that holds the wool tufts. The Woolrest manufacturer believes that once you add any artificial materials, you diminish the effectiveness of the sleeper.

Let's talk about weight. Typically, the cheaper wool bed pads skimp on the amount of wool. Woolrest feels that the amount is just as important as the wool purity itself. So their typical wool pile is between 1½ and 2 inches compared to others with only ½ inch. On a twin-size bed, that translates to 6½ pounds of wool on the Woolrest versus the 2 pounds of wool you get with an imitation.

And finally, let's talk about quality. The wool used in the Woolrest is pure New Zealand wool. Its strands are thick, resilient with a high bulk content. New Zealand wool is noted for its exceptional quality because its sheep graze year round on green pastures in a temperate climate. Sheep in other countries endure climate extremes from very hot to very cold. Although the sheep can take it, often their wool becomes brittle, and cracked at the ends. The difference in wool can be quite dramatic.

ONLY PURE WOOL

Woolrest is currently the only 100% pure wool sleeper. Its wool quality, its pile, its weight make it the finest product of its type you can buy.

But there's a nasty part to this report. Several manufacturers are selling sleepers that look like the Woolrest and sell for less. Not that much less—but low enough to entice consumers into buying them. Woolrest wants to fight back.

We'll give you a no-obligation 90-day period to personally test the Woolrest on your own bed under your normal sleep conditions. After a month, however, purchase any other bed pad by mail. Make sure they too have a trial period.

Then compare the two. See the difference in their weight, the pile height and the basic quality of their wool. Check to see if their base blanket is pure wool or made of synthetic materials. This close examination should easily prove the quality of the Woolrest, but take it one step further. Sleep on both and experience the difference. That's where the Woolrest really shines.

The Woolrest sleepers, pound by pound or strand by strand, will be far superior to anything currently available anywhere. Period.

Note: Woolrest prices will be increased soon. Please act promptly.





Health

Here's a blood pressure unit that does it all.

Here's a blood pressure unit that does it all. Taking your blood pressure regularly is important. But sometimes it's hard to get into the habit. Not anymore. The Copal Blood Pressure Monitor automatically inflates the cuff, slowly deflates it and then displays your systolic, diastolic and pulse readings on the liquid crystal display. You can also get a printout of the readings plus the date and time. Then if you ever have to see your doctor, you can take along your own documented history for a more accurate diagnosis.

When the unit is not in use, the time constantly appears on the display. This makes it convenient to keep on your desk and becomes a constant reminder for you to use.

Remember, the unit inflates automatically so

you don't have the conventional pressure bulb to squeeze. And because it's so accurate, doctors will appreciate the convenience and record-keeping features.

If you're looking for an accurate blood pressure monitor plus the convenience of generating a permanent record, we strongly recommend the new Copal. The unit measures 3 x 5 3/4 x 6" and weighs just a few pounds. It comes complete with one roll of paper and extra rolls are available.

Copal is the same Japanese manufacturer producing the Copal camera shutters which are known for their precision and consistency.

Incidentally, the Copal salesman who demonstrated the product to JS&A took his own blood pressure. The results are shown in the box above. As you can see, the salesman probably needs to see his doctor as 140 or above would indicate high blood pressure or hypertension (another name for high blood pressure). Or, was he reacting to JS&A's acceptance of his product? We'll let you know in our next episode. Don't wait. Order this outstanding Copal Blood Pressure Monitor today. 90 day warranty.

Copal Monitor (7005M 4.00) **\$169**
 5-Pack Paper (7008M) **3**
 4 C Cell Batteries (7006M 1.00) **3**
 AC Adapter (7007M 1.00) **10**



Miller's Phone

Here's Dave Miller's choice for the best telephone in the United States for us clods that don't want any fancy high-tech features.

rather obvious. It's sleek, hugs a desk, makes a beautiful impression and has low wind resistance.

But three things really impressed us. The first was the handset. After all you live with a handset. It must be easy to hold. The US Tron model was. The second was the true-tone pad. Unlike other similar models that cost more and have the tone buttons in a circle around the phone, the US Tron model looks like the tone pad you'd find on touch tone® phones. That makes it much easier to dial.

Finally, we were impressed with the electronics. Excellent voice quality and very well designed and built. There's a ringer loudness control as well as last number redialer.

Dave we think your choice is a smash. We love it and urge our readers to order one for their home or office.

Red & Black (1017M 3.00) **\$59**
 White & Black (1018M 3.00) **59**

Dave Miller is one of those super knowledgeable guys in the telephone business. It's his job to make sure his customers do well.

So when we asked Dave to pick just one telephone that he felt would do well in our special flyer, he elected the US Tron model shown above. Why?

It's not because Dave's a marketing genius. He's smart but no genius. What Dave did however was pick out the one telephone that was indeed the best selling model and color and let JS&A know about it. We had to do the rest.

Like figure out why it was such a tremendous seller. So here's our analysis. The design is

Foot Brains

Tap the brain power in your feet and the heart pump in your legs for a healthier life.

I bought one from a mail order company for \$229.



I've just discovered a few new facts that I didn't know about our legs and feet that may come as a surprise.

Let's take our legs. The large muscles in our legs actually act as small pumps to assist the heart during heavy exercise. As each muscle contracts, it forces blood back up to the heart. That's why to help your heart after jogging it's important to "cool down" by continuing to walk.

FEET ARE INCREDIBLE

Our feet are even more incredible than our legs. Our feet are actually nerve centers for the body similar to the brain and spine. Simply by touching various points on a foot, doctors have been able to show dramatic improvements in a patient's health. Here's why.

There are over 72,000 nerve endings that terminate at each foot. They originate at practically every organ in your body passing through your brain and your spine. These nerve endings in your foot are more important than you think.

Let's say you don't feel well. This prevents your body from efficiently metabolizing your food which causes uric acid and excessive calcium to crystalize around all nerve endings.

72,000 NERVE ENDINGS

Since there are 72,000 nerve endings at each foot and since these nerves connect to practically every organ in your body, blocking these nerve endings also blocks the nervous system from properly stimulating the various organs in your body.

Simply by massaging the feet, the calcium crystals are crushed and are then reabsorbed by the blood and lymph systems and eventually eliminated from the body. It is not surprising that your feet indeed have a profound effect on your health.

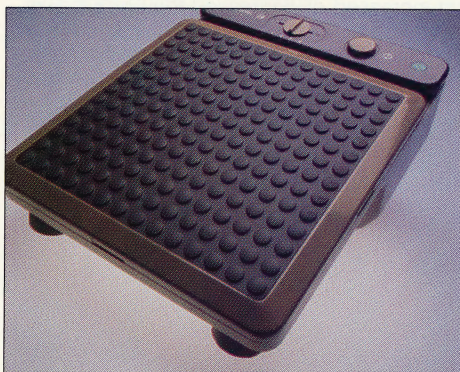
Many of us have sore feet (73% in a recent survey). Or we have cold feet and poor circulation. These problems can cause discomfort and pain and we feel it as a drain on our energy.

I first became acquainted with the importance of our feet when I read a report on how doctors were using pressure points at the bottom of feet to help cure various ailments. I then saw an advertisement in a mail order catalog offering a heavy-duty German-built foot massager called the BioComfort.

Germans believe in building solid rugged products and they also believe in products that take care of your feet. I bought the foot massager and used it for six months.

I noticed that within just five minutes circulation was restored to my feet, they felt warmer and I even felt lighter on my feet. I kept it up regularly—usually while I was on the telephone or sitting in front of the TV.

Two covers came with the BioComfort. One had little fingers that protruded from the surface to contour to the shape of your feet. I used that the most. You could also adjust the vibrating intensity to fit my comfort from 1 to 4 but I always found it most comfortable somewhere in between.



Removing the accessory cover gives you a flat surface—perfect for a back massage or for different parts of your body.

You could start the massager by pressing the large start button with your foot and could even slide the vibrating intensity switch with your foot too. When I bought mine I thought the price was a little steep until I received it. It was heavy, built very ruggedly and it worked quite nicely. I felt it would be worth the investment and it was.

Then I came across a pair of AccuMassage sandals from the Far East that cost only \$29 and massaged the bottoms of my feet wherever I walked. It took me a few days to get used to them but once I did they became indispensable.

MORE ENERGY

The small rubber fingers on the sandals massaged and stimulated those 72,000 nerve endings and gave me a sensation of lightness—a feeling that matched the expensive German massaging unit. They absorbed the shocks of walking and gave me not only a bounce to my gait but more energy as well. I had all the stimulation of my foot mas-

sager every time I took a walk.

Between the BioComfort foot massager, the AccuMassage sandals and my one-hour-a-week exercise program, I felt that I had the products my customers should also own.

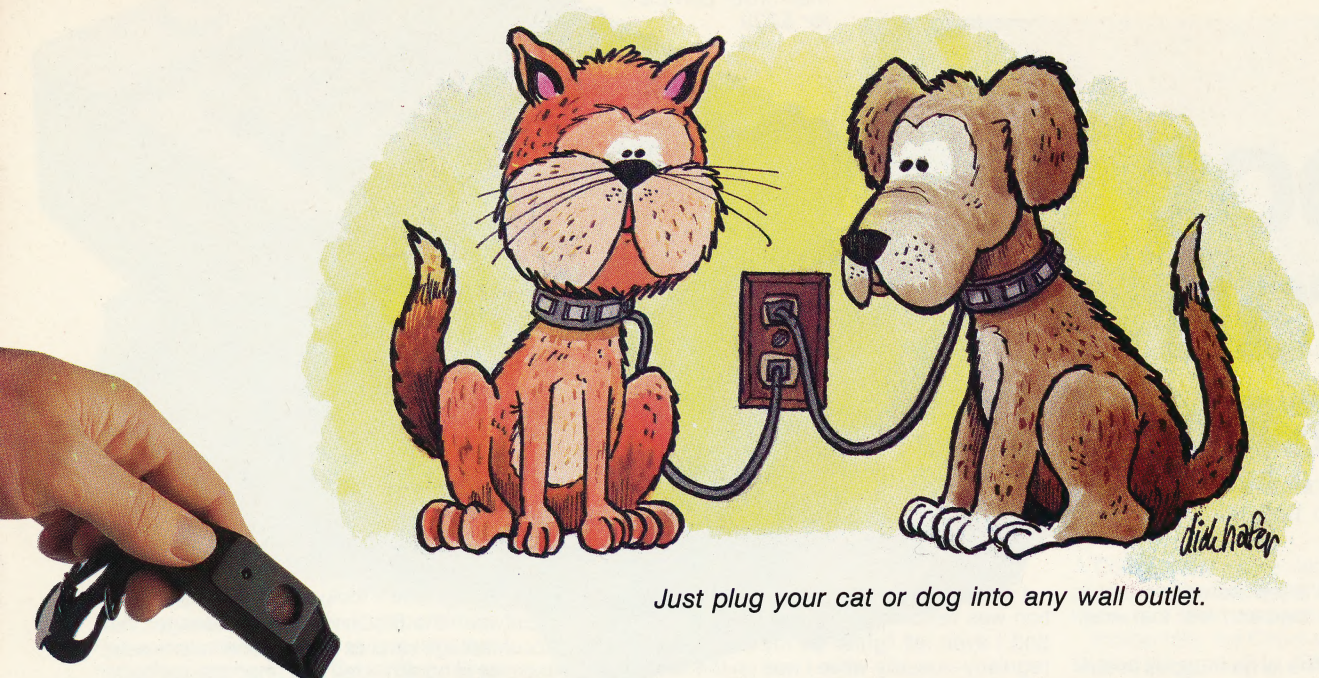
If you have sore feet, poor circulation or your feet are always cold in winter, order the massager. We'll throw in a pair of sandals, free. Or order a pair of sandals by themselves. I found the AccuMassage sandals to be the best available. There are plastic models that sell for less but AccuMassage sandals are made of rubber and flex while they massage. Please specify your shoe size when ordering either the BioComfort Massager or the AccuMassage sandals. The BioComfort Massager measures 8½ x 13 x 17" and weighs 19 pounds.

Our feet and our legs are more important to our overall health than we think. Taking care of them properly with proper shoes and exercise plus the extra care of a good massager and a pair of massaging sandals can make a big difference in your health, mental attitude and good spirits. But don't wait. Order either product at no obligation, today.

BioComfort Massager (7098M 8.00) . . . **\$189**
AccuMassage Sandals (7099M 3.00) . . . **29**
(Specify Size)

It took me a few days to get used to them.





Just plug your cat or dog into any wall outlet.

Pet Pacemaker

A new idea for cat and dog owners who want only the best care for their pets.

If your cat or dog had a heart problem and needed a pacemaker, would you get one? Of course, you would. We all love our pets.

But pets don't normally have heart problems. It seems all they have are fleas and ticks and they scratch a lot. Now, if their scratching bothers you, to them it's pure hell. Here's why.

Fleas are small parasites that hide in the hair of cats and dogs. When fleas get hungry, they simply reach down, pierce the skin and take a drink of blood. That's often why animals scratch.

Fleas (or Siphonaptera as they are technically called) come in two varieties—dog fleas and cat fleas. Generally, dog fleas only bite dogs, but cat fleas enjoy cats, dogs and even people.

"Where does this pacemaker business tie in?" You're probably wondering. Please read on.

THANK YOU

Scientists also discovered that certain chemicals or poisons can kill fleas, so soon flea and tick collars were developed. They didn't totally get rid of fleas, but they poisoned enough of them to give some relief to the poor pet. But a small number of pet owners refused to put chemically-impregnated collars on their pets.

A scientist who previously worked at a company in Florida that makes pacemakers felt that he could apply some of his pacemaker experience into developing a device that kept fleas and ticks away from pets.

Combining both his medical and electronics background, he developed an electronic device called a PMBC or "Pulse Modulated Burst Circuit." Without getting too technical, the circuit creates an ultrasonic frequency shower that surrounds your pets and flushes out fleas and ticks.

PET-CARE BREAKTHROUGH

Was it a pet-care breakthrough? Not really. The scientist simply took the frequency range that only fleas can hear (one that dogs, cats or humans can't hear) and created bursts of ultrasonic sound.

Finally, he developed a high and low circuit that increased or decreased the unit's power. It seemed that hot conditions required high power to disperse the fleas and cooler conditions required lower power. The system then worked perfectly over extended periods of time. But there was a problem.

In order for this very effective device to work, it had to be plugged into a wall outlet. It wasn't



With some dogs, you can't tell that they are wearing the Pacemaker at all.

very practical. Then came the real breakthrough. Using C/MOS circuitry, the scientist created a lower-power device that, like a pacemaker, uses long-life lithium batteries. Dogs and cats could now navigate with complete freedom while their Pet Pacemaker kept the fleas and ticks at bay.

WORKED PERFECTLY

The new system worked perfectly. Hundreds of tests were conducted under various weather conditions, and the results were consistent and dramatic. Veterinarians conducted extensive

tests and the units worked to their satisfaction.

If your dog jumps in the pool or your cat gets caught in the rain, no problem. The electronics are sealed and the outer reflex speaker needs only to dry in the air to return to its normal function.

Because of its low power, it's completely safe. In fact, just rubbing a cat's fur creates more of a charge than the pacemaker's batteries themselves. Batteries will last up to a year depending on the power setting.

Surveys have indicated that over 40% of pet owners spend over \$50 per year on flea and tick collars or other chemicals. The Pacemaker costs only \$59, and it's yours for many years. It's safe, effective and the results are easy to observe. Your dog or cat simply stops suffering and there's no more scratching.

And please note our guarantee. If your dog or cat doesn't stop scratching, you may return your Pacemaker anytime within 45 days for a full refund.

You'll receive the Pet Pacemaker, a black collar to hold it in place on your dog or cat (please specify large or small), complete instructions and a one-year limited warranty.

If you own a pet and haven't yet decided to at least test this important new product, no problem. Just keep this ad in a safe place, and every time your pet scratches, may you think of yourself as a heartless creep.

Pet Pacemaker (large 18") (0402M) \$59
Pet Pacemaker (small 14") (0403M) \$59

JS&A PRODUCTS
THAT THINK®

One JS&A Plaza
Northbrook, Illinois 60062

CALL TOLL FREE 800 228-5000

IL residents add 7% sales tax. ©JS&A Group, Inc., 1984



Robot Helper

Here's a product that found its way into our hands in a very unusual way.

He threatened to turn in his Batman Credit Card.

What a pleasant surprise. With everybody selling robots, we discovered a device that could really help a robot. Or even us humans.

But before I explain the product, here's an actual letter I received from Mr. Theo Heller, the Vice President of a company trying to entice me into carrying their product. It started out quite innocently:

Dear Mr. Sugarman:

We both approve of wordy copy, so I do hope you will read this, (after all, I read and enjoy yours).

I have an item for your catalog and I will not tell you the name of it unless you write and ask me.

It is an upright vacuum cleaner, but wait, read on. It is totally different from any other vacuum anywhere. For example:

1. Until now, this machine has not been available to the general public, although it has been manufactured for 20 years. It has been sold almost entirely to commercial users.

2. Just about every other vacuum weighs between 18 and 32 pounds. This vacuum weighs only eight pounds, and it is more efficient than virtually any other vacuum made.

3. Even though it weighs just 8 pounds, thousands of the finest hotels throughout the United States use this vacuum every day. Why? Because it is so light in weight and because it is so extremely powerful. Its light weight is important to hotels. A maid is much more likely to take it off her rolling cart and use it than if it were a heavy, cumbersome vacuum. Hotels that use our vacuum have more clean rooms. A maid is not likely to wheel her cart blithely by a room and "forget" to vacuum it.

4. Quality? The finest hotels choose this vacuum. U.S. Embassies around the world have used it for years, and through several administrations. Republicans and Democrats both like it. So do hospitals, office buildings, airports, school districts, aircraft carriers, etc. It's light, it's strong and it's very dependable.

5. How can it be so light and yet so strong? A good question. I'm glad you asked: Well, just about every other vacuum fills its dustbag from the bottom. As the bag starts to fill, a large part of the motor's energy is needed to push the old dirt up the bag to make room

for the new dirt which it must force under it. It's about as efficient as filling a silo from the bottom. And as the bag gets more dirt in it, the efficiency of the vacuum diminishes proportionately. Sounds silly, doesn't it? It is. Our vacuum works entirely different. It propels the dirt up its handle and drops it into the top of the bag. Obviously our unit is equally as powerful and efficient when the bag is full as when it's empty. No energy from our motor is wasted pushing up old dirt.

Also, our bags hold much more. To do what we do, instead of a heavy, powerful ponderous motor, we use a specially built



I couldn't wait to open the box.

high-speed, lightweight motor. This results in more power and a much lighter weight vacuum. So, why push a heavy one when our light one works better? I should add that the quality of our motor is such that we give a five-year guarantee. This is at least five times as long as just about any other in the industry.

Of course our vacuum has all the other goodies: headlights; it drops very low to get under beds and sofas; all the edge brushes and bumpers that others have, and its appearance is outstanding; so outstanding that it would fit perfectly with the other state-of-the-art, top quality products that JS&A offers. Also, I would love to see the copy you'd write when you saw how remarkable the..... (whoops, I almost said it) vacuum really is.

Now, to find out more about this unit, you're going to have to write me, and so it won't cost too much, I am enclosing a stamp. Incidentally, Mr. Sugarman, I have long admired your great catalogs and your style. If anyone would respond to this letter (you are the only one I've written it to), you will. And if you don't, I'm turning in my Batman Credit Card.

Kindest regards, Theo Heller

Well. I took the bait and ordered one. When the box arrived I quickly opened it to discover the name of the manufacturer. Then I brought it home for the ultimate test.

I suppose you're expecting me to tell you that my wife loved it, that the house is cleaner and that this product is the next best thing to motherhood and apple pie. But I'm not.

Instead I'm going to insist that you fall for Theo Heller's pitch and try one out yourself. You go through the mental anguish and curiosity that I went through. You wait for the box to arrive and you decide if it's really worth everything Theo Heller thinks it's worth.

And you've got 45 days to decide. Then either you send it back for a full refund including your postage and handling or you don't send it back and keep it.

I'll also send you as an extra bonus a package of 11 bags with each unit. That should be a year's supply. Replacement bags are available directly from the manufacturer or from JS&A.

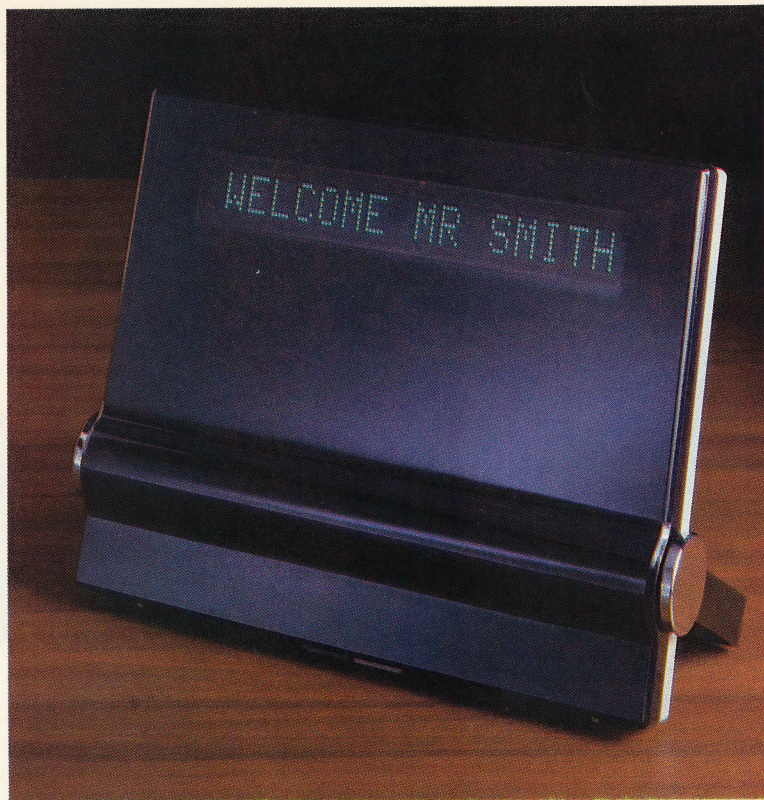
Robots are the hot new product this year. But with a little stretch of the imagination, we've come up with a novel accessory. Order one at no obligation, today.

To order, credit card holders ask for product number (shown in parentheses) or send a check plus \$4.00 for delivery.

Theo. Heller's Vacuum (0067M) \$269
11 Bags (0068M) 7

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Free Ad Splash

Here's how to take advantage of a new advertising medium.

The message panel is flat and looks good on a desk or any sales counter.

It's amazing how people hate to wait. But here's how a few clever ideas can make a wait almost enjoyable.

At one building, people were complaining about the wait for the elevator until management installed mirrors on each floor. The complaints stopped.

At one company, the frequency of complaints from callers who were left on hold dropped after a music-on-hold device was installed in the company's phone system.

Elevator riders were entertained by looking at themselves in mirrors and callers didn't mind the wait when there was music. But there's a new waiting problem that concerns many offices and can't be solved by mirrors or music.

THE WAITING ROOM

JS&A has been using a clever device called the Imtech Message Panel. In our reception room is a small panel that flashes a message.

Let's say we expect an important supplier, client or customer to visit us. First, the person enters and has a seat. On the display the message says "Welcome, Mr. Smith." But then the message starts to scroll to the left, "Welcome to the offices of JS&A—America's leading electronics marketing organization."

ONE PAGE OF SELL

We can store up to 1650 characters or almost one page of fascinating information designed to sell our products or our company, create an image or just plain entertain.

But what about other uses? A progressive dentist can inform patients of the latest dental news. A doctor can advertise his services or a barber can sell hair grooming supplies. Not only will it entertain the person waiting, but it will be a unique source of free advertising.

Did we say free? We shouldn't have. Obviously the device costs something to purchase but the payback is quick, the benefits

obvious and you own the ad medium.

Small retailers love the unit. Major department stores use them now on countertops and as part of displays. With the new wave of complicated products, these displays can often sell just like a trained sales clerk.



The standard typewriter-style keyboard below the display lets you enter your messages and special effects quickly.

The unit can be programmed with nine separate messages that can be recalled at various times. This is perfect for restaurants or stores with daily or hourly specials.

The messages can also be displayed in a pre-programmed sequence. For example, set it to go on in the morning with one message, automatically switch to another at lunch—up to nine times with nine different messages. In addition, it shuts itself off at night and turns itself on again in the morning. This is perfect for a storefront window or for any application where automatic message changing is more convenient.

You can program the unit quite easily through a built-in keyboard just below the display which is covered by a removable Plexiglass® panel.

The Imtech Message Panel also has a built-in 5-year lithium rechargeable back-up battery that will hold the current messages in

memory for up to three months after you unplug the unit from an AC outlet. This means that you can move the unit to a new location or use it as part of a traveling sales presentation without having to re-enter your message.

40-YEAR LIFE

The size of the Message Panel is only 7¾ x 10 x 1½" thick. Its bright fluorescent display has an average continuous-use life of nearly 40 years. It will display both capital and lower case characters and a full range of special effects. The unit weighs less than 3 pounds and folds flat—perfect for travel.

We urge you to test the effect of the device in your own business. Order one from JS&A. When you receive it, enter a sales message and a greeting for your next guest. Use it to entertain, inform or educate. If you own a small retail store, see how your customers are captivated by the display and how they stand there reading the entire message.

If for any reason you are not convinced of the value or the benefits of the Message Panel, return the unit within 45 days for a prompt and courteous refund.

There are other systems that have moving messages but none are as easy to carry, set up, or program and as inexpensive. Sparkle up your waiting room or sales presentation and turn a long wait into a great opportunity. Order an Imtech Message Panel, today.

To order, credit card holders ask for product number 4033M or send a check for **\$395** plus \$4.00 for delivery.

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IL residents add 7% sales tax. ©JS&A Group, Inc., 1984

Money Heist

Man with a dream grabs uncirculated one dollar bills before they are cut. Has gold mine.

Some mistakes make money. Take the famous upside down airplane stamp that today sells for thousands of dollars.

It seems that the government mistakenly printed an airmail stamp with the airplane upside down. When they found their mistake, they destroyed the stamps. A few, however, were mixed in with the good stamps and were sold. Today, they're worth a fortune.

Mr. Bernard Gittelson, a successful author and collector, had a similar idea. Would there be a market for uncut one dollar bills as they come off the presses at the Bureau of Engraving and Printing?

SECURITY VERY TIGHT

But history discouraged him. Nobody has ever robbed the facility that prints US money, and security there is so tight that it is doubtful if sheets could mistakenly slip out. But he continued to dream.

Then one day he made his move. In October, 1981, armed with nothing but his wallet, he managed to do what nobody else before him was ever able to accomplish. He got his hands on several hundred sheets of uncirculated, uncut, freshly-printed one dollar bills printed 32 to a sheet.

How did he do it? What secret plot? Who did he pay off? We're sorry to disappoint you, but all he did was read the newspaper. It seems that the government announced that it would issue these uncirculated 32-bill sheets to any collector who showed up at their printing plant in Washington.

HE SHOWED UP

He showed up, purchased hundreds of sheets and then stored them in a vault. "Someday," he predicted, "these sheets will be worth a small fortune."

It may be many years before these sheets grow in value. If the treasury department changes the design of its currency as they are exploring right now, then these sheets may indeed become collector items.

Mr. Gittelson also purchased a number of sheets of 1976 \$2 bills (16 to a sheet). Do you remember that bill? It bombed. It seemed that nobody wanted to use them. Retailers had no room for them in cash registers, many refused to accept them, and consumers didn't like them either. The bill is practically out of circulation.

DEVELOPS FRAME

It is now 1984 and Mr. Gittelson would like to sell his 1981 and 1976 bills. He has developed a beautiful glass frame that can display the 32 or 16 bill sheets. A black mat surrounds the bills. The mat and adhesive are of archival quality—designed to last for many generations.

The imported metal frame has a burnished German silver finish and is held together by a locking mechanism that requires a



Mr. Gittelson showing his loot to reporters in his New York office.

special key to open. This insures the security of your collection. In fact, the frame is worth over \$100. Each frame is shipped in a large heavily-protected container with plenty of foam and is guaranteed to arrive safely. The one dollar bills are placed in a frame that measures 26" high x 28" wide while the \$2 bills are in a frame 14" wide x 27" high.

This is truly a limited edition. There are just so many sheets left, and obviously we can't go back to the presses and print more. Each bill has been numbered in a special sequence especially for this edition.

PROFIT-ORIENTED

Picture a beautiful frame filled with one or two dollar bills. It's a great gift for the very profit-oriented company, an interesting incentive for your top sales producer, or a great decoration for the chief financial officer's wall.

As a conversation piece, it's perfect. The sample on our wall has drawn a great deal of comment. And because it's so unusual and limited, it's the perfect gift for the person who indeed has everything.

The United States is probably the only country that has issued its currency in an uncut format. So a sheet also makes a great gift

for someone overseas such as a diplomat or a foreign businessman.

We also have a 4 \$2-bill frame that is available if you'd like a small frame for your wall and it measures 8½" wide x 15½" deep and is made of the same German silver finish.

Will this series appreciate in value? Will it become as rare as many of the rare coins or stamps of our time? Honestly, we don't know. But even if it never becomes rare and even if it never appreciates a single penny, if times ever get tough, all you need is a scissors.

To order, credit card holders ask for product by number (shown in parentheses) or send a check plus \$4.00 for delivery.

32-Bill Dollar (0091M)	\$200
16-Bill Two Dollar (0092M)	190
4-Bill Two Dollar (0094M)	59

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New Fresh Air Bubble™

Surround your body or your work place with ion-controlled fresh air in America's finest bipolar electrostatic home precipitator.

The new Fresh Air Bubble measures 3 1/4" in diameter and approximately 8 1/2" high and its wood grain styling will fit into most decor.

There's a real danger. And this invisible menace will affect nearly everybody reading this ad.

The danger is pollution—but not the ordinary kind. In fact, ten years ago, we didn't have this new kind of pollution.

Ten years ago, cars didn't have catalytic converters. Today, these devices "grind up" the car exhaust into particles so small they form micron soot, and micron soot is so fine, it can be easily absorbed into your lungs. Even the EPA has stated, "Because it is so fine, such soot particles stay longer and cause more damage in the respiratory tract."

Ten years ago, homes were able to "breathe" or exchange air between the outdoors and indoors four or five times a day. Today our well-insulated energy-conscious buildings and homes create and trap pollution that we breathe unwittingly.

OTHER PROBLEMS

There are other problems too. Add the daily soot, dust, smoke and other impurities in the air and you've created pollution problems even worse than they were ten years ago—so bad that environmental groups are especially concerned over this new "time bomb" lurking in our environment.

But American ingenuity hasn't been sitting still. A rash of small devices containing charcoal filters with fans and selling for around \$30 have flooded the market. But these devices only remove particles 5 microns or larger. Today's micron soot is one micron or smaller. Cigarette smoke for example is 2 to 3 microns or smaller.

70,000 UNITS SOLD

In 1978, JS&A introduced the negative ion generator in a national advertising campaign and sold over 70,000 units. It was a device that cleaned the air by electrostatically removing particles even smaller than one micron. Hospital burn centers soon began using commercial versions of the negative ion generator.

Removing sub micron particles from the air was very important, but there was also a sur-

prising second benefit. The unit added negatively charged ions to the air.

We've all felt the effects of negative ions after a thunderstorm. When you take a deep breath, the air smells good and you feel good.

The opposite is true of positive ions which can be found in polluted environments, air conditioned office buildings and in automobiles. Many scientists believe that positive ions make you feel moody, depressed, irritable and restless. A negative ion generator cancels out the positive ions and fills the air with negative ions.

AN EXPERIMENT

When you blow smoke into an inverted glass bowl and put it over an ion generator, the smoke immediately vanishes. Or if you place the ion generator in an odor-filled room, the room soon smells fresh.

It was these experiments that really convinced the public that the JS&A ion generator was a valuable new home appliance. Soon the market was flooded with competitive units. Many were not as efficient as JS&A's first model. Some emitted very few ions and one actually emitted dangerous levels of ozone. JS&A conducted independent laboratory tests which showed that JS&A's unit was indeed the best.

DON'T BE FOOLED

Even today, ion generators are being sold that supposedly produce tremendous amounts of negative ions. But there's a problem. These units create electrostatic discharges which can be uncomfortable when touching a doorknob or someone else. And they often deposit the micron soot on walls and rugs too.

JS&A had American scientists create an ion generator with a bipolar emitter which emits a balanced amount of negative ions to create a controlled ion environment. One emitter produces negative ions and the other controls and shapes the ions to create an ion bubble.

The end result is a unit which leaves just the right amount of negative ions in a large

room, attracts the pollution particles and deposits them on a beautiful wooden collector while keeping your floors and walls free of dirt. You're actually placed in a fresh air bubble while you work, sleep or relax and with no uncomfortable electrostatic charge. It's the best unit and we'll prove it.

We'll enclose a white paper filter which you can place over the wooden collector. If the white paper is not blackened with micron soot after only ten days, please send your unit back for a full refund and we'll also refund your \$3 postage and handling. And you can make that test anytime within 45 days after you receive your unit.

The white filter test will prove just how dirty your environment really is and it will also prove the effectiveness of the Fresh Air Bubble—the best product sold today.

REFRESHING DIFFERENCE

We urge you to try the Fresh Air Bubble in your home or office. Put one on your desk or in any smoke-filled room. Notice the refreshing difference in your work environment. Take it home and plug it in next to your bed. Chances are, you'll want to buy another one before our 45-day trial period ends.

When you order the unit, we'll send you the Fresh Air Bubble complete with instructions and a one year limited warranty. Then plug it in and leave it run all day and night. It costs only a few cents per day.

The era of the bipolar electrostatic precipitator as a home appliance is here. Order the best unit available at no obligation, today.

To order, credit card holders call toll free and ask for product number 7054M or send a check for \$69 plus \$3 delivery.

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If you own a VHS video cassette recorder, here's some explosive news that may just save you lots of money.

Big Tape Deal

All ten tapes shown here are part of this unique video offer.

It's really amazing. If you own a video cassette recorder or VCR, chances are you have no idea what a vast difference there can be in video tape. So here are a few totally unnecessary facts before we get into some really exciting news.

VHS stands for Video Home System while Beta stands for the Greek letter beta. Beta is similar to the shape of the letter "B" or the way tape is transported through the recorder of the Beta system which Sony invented several years ago.

THE ADVANTAGES

Both VHS and Beta formats have advantages. The VHS cassette can play for up to six hours on the slow speed of practically all VHS recorders whereas the most you get out of the Beta system is 4½ hours on the longest playing cassette currently made. The Beta system has a better transport system than the VHS recorder, but most people prefer the advantage of the 6-hour recording time on the VHS system. VHS outsells Beta by a ratio of five to one.

Now you've almost become real experts on video tape. But if you'll learn two more fancy words and one term, you'll really sound like experts.

There are two problems with most video tape. One is called high "chroma noise." This happens when your picture has bright saturated colors that seem to bleed into each other, appear fuzzy or are simply not clear.

The second is called high "luminance noise" which relates also to the clarity of the picture or the presence of snow. This snow is really the absence of a signal often caused by uneven or badly-coated video tape.

DROP-OUT RATE

The last term to learn is called "drop-out rate" which is caused by the lack of magnetic oxide on the tape. Magnetic oxide is the substance that "holds" the signal, and often in the coating process, this one material will "drop out" of the mixture for an instant. On most recorders, you don't notice this because it appears for only an instant. But on a bad tape, it will appear in the form of black lines across your screen.

So there you have it. You're an expert. You now know more than 99% of those people who own VCR's or buy video cassettes. Now

get ready for the exciting news or what we simply call our "big pitch."

BIG PITCH

JS&A wanted to offer video tape in bulk to our customers. We saw the video tape market exploding and, quite frankly, saw an opportunity.

In selecting what we offer in this magazine, we like to become experts on the technology. This helps us select the best products available and we can often pass our expertise onto our customers.

When we investigated video cassettes, we found that European companies produced the best tape. In Europe, their TV system is different than ours. They have, for example, 625 lines of resolution on their screens versus 525 on the American TV sets. European VTR's also operate more slowly than American VTR's. This means that the video tape must be higher quality than American tape to be able to capture the higher resolution picture on a slower moving tape.

TAPE LENGTH LONGER

To get the best video cassette, therefore, meant getting one from Europe. But we discovered something else. Because the European VTR speeds are slower, their tape length is longer than ours. For example, on the popular VHS T-120 videocassette, the time of 120 minutes on the American videocassette turns out to be 129 minutes if the European videocassette was used on the American machines.

So here's what we did. We checked out all the major European brands of videocassettes and found that the best one was produced by Agfa, the German film manufacturer. We then arranged to import, in bulk, the best quality videotape they make in the same cassette they use in Germany and offer that cassette here under our name—all at a price at or below the best formulated tape you can get here in the US.

The tape has an extremely low chroma and luminance noise characteristic with the lowest drop-out rate of any of the European cassettes we tested. And Agfa's coating technology was derived from their extensive film-making experience, so their tape is made under film-making standards which are more exacting than those used for video tape.

But the nice part about our tape is that you get an extra nine minutes recording time on the normal two-hour cassette. This gives you that extra edge when recording something longer than standard broadcast time periods.

We are so convinced that the new JS&A brand video tape will compare noticeably better than your current brand that we are offering you an incentive to purchase our tape right now.

BULK PACKAGED

Our suggested list price for these tapes is \$14 each. We will offer them for only \$8.50 each if you buy a box of 10 for \$85.00.

We have kept the price this low because it does not come in a conventional sleeve, but rather it is bulk-packaged in boxes of 10 video cassettes. We also have handsome plastic cassette holders which come packaged in a set of 10 for only \$10.

Give the JS&A-brand cassette a test. When you receive your box of 10, take out one cassette and compare it to your current brand. If the JS&A tape is not noticeably better, then return your shipment for a full refund.

We only ask that you record on one tape when making your comparison as we can't accept more than one used tape if you are not absolutely satisfied.

JS&A has a real blockbuster video tape that really makes sense if you want the best tape in the world for a very reasonable price. And it's only time before it will really explode on the American scene. Order a test box at no obligation, today.

To order, credit card holders ask for product by number (shown in parentheses) or send a check plus \$4.00 for delivery.

10 VHS T-120 (5058M)\$85
10 Cassette Boxes (5062M)10

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Run Fun

*It's called a precision runner
but the Precor power assist
treadmill will amaze you
with its computer electronics.*

By: Joseph Sugarman, President
JS&A Group, Inc.

People often ask me, "Since JS&A sells all of these neat electronic products, which ones are your favorites?" The product above ranks as one of my all-time favorites—one that I personally use every day.

I used to run outside—a few miles a day. There were times when I've fallen, hurt a knee and braved all kinds of weather, dogs and cars. But what I didn't realize was that as much as I enjoyed jogging, I was really doing damage to my knees, ankles and hips. Then I got a sample of the Precision Runner made by Precor.

On the Precision Runner I noticed that my knees never bothered me, and the running surface cushioned my stride so I actually did not experience some of the stress from running on cement or on uneven terrain. And then there was the convenience.

PRETTY ROUGH WEATHER

Here in Northbrook, Illinois (just outside of Chicago), we have some pretty rough weather. Obviously, running indoors sure beats snow, wind, rain, bitter cold or those record summer heat waves. But I found myself preferring to run on my Runner even in perfect weather, and I've all but given up running outdoors. Here's why.

Aside from feeling safer without a single sore knee or ankle and aside from having the convenience of running indoors, I finally have precision control over my speed, how far I've run and the time that I run. I set the speed for 6 mph and comfortably run for 20 minutes. I run exactly two miles every day, produce a good sweat and comfortably stay in my target zone (the heart rate that provides the maximum benefit to your circulatory and respiratory systems).

I also watch the morning news on TV so I'm entertained, informed and often educated while I'm exercising.

POWERFUL MOTOR

The Runner incorporates a powerful motor and a heavy flywheel that rotates at a high speed. A photo optic cell looks at every revolution of the flywheel and breaks the revolution into 80 separate segments or approximately 100 each second.

Each time you step on the treadmill belt, the entire system senses that step through its photo optic sensor and transfers that information to the unit's microprocessor which then adds just the right amount of power to the motor. And it happens so quickly that you don't perceive anything. This system will ride just as smoothly for an eight-year old as it will for a 300-pound football player. And its speed and distance readings are as accurate as a stopwatch.

The plate underneath the running surface stays cool. It was developed especially for Precor by the aerospace industry and its

composition is so confidential that for competitive reasons, Precor doesn't want it publicized. Even the special running belt is imported from Switzerland.

With all its electronics and moving parts you'd expect service to be a problem. Once again here's where Precor really shines. Their first production model produced over one year ago is still running in an exercise salon where it has been used almost daily for a total of over 2,700 miles without a service problem. They are designed to be service-free. But it's their quality control system that really deserves mention.

ACTUAL FEET

Precor realized that it would be difficult to inspect or test a Precision Runner with simple machines like they could use on a bicycle. A treadmill required human interaction—actual feet hitting the surface. So after each unit is completed, tested and certified perfect, somebody from top management runs two miles on the unit as their final quality control procedure.

And there is no compromise. The Precor Runners have to be perfect before they leave the factory. This makes for very satisfied customers and the healthiest top management team in America.

The Precor Precision Runners are built of anodized aircraft aluminum with a running surface that allows a slight give to cushion each stride. It feels like a latex track used by professional athletes.

The speed can be adjusted from one to eight miles per hour and an optional mechanism lets you tilt the track up to 15 degrees on one of the models to simulate a hill. This is a great feature for people who like to walk yet want a real workout. Walking uphill gets your heart pumping and your lungs working and your body perspiring just as if you're jogging at eight miles per hour. A combination of jogging and a track tilt can give even the best athlete a real challenge.

RUN LONGER

I have found that I can run longer on the Precision Runner than I do outside. With the Precor, there's none of the spikings, jarring, or pounding my body experiences from cement sidewalks. There are no wind resistance and temperature extremes. I'm actually encouraged to use the Runner because first, I feel great after I use it, but also because of its accuracy. I know exactly how far I've run and at exactly what speed. The only thing that has varied in the year I've used it is my pulse rate and weight. I've watched both drop.

The display on all Runners shows either the elapsed time, speed in miles per hour or the actual distance run. You can automatically cycle between all three readings or hold one of the three on the display.

*"Here in Northbrook we
have pretty rough
weather, but I've
discovered that a
good treadmill is
more than a bad
weather alternative."*



The Precor model has a running surface of 17 x 54" and takes up a floor space of 26 x 72". There are actually two versions of the Precor—one with elevation, the other without. The unit with elevation weighs 155 pounds while the one without weighs 145 pounds.

The Precor travels at a top speed of 8 mph. Which one to choose? Both models are made by Precor so you get the same quality and advanced electronics. I preferred the Precor 910ei with elevation as did most of our staff who tested it and practically all our customers.

Elevation gives you many more advantages over a flat surface. On the 910ei, you can swivel in as much elevation as you want with just a slight touch of the power-assist elevation system. It's so easy that my ten-year old daughter can do it. The angle is displayed on an easy-to-read scale.

Whichever model you choose, we'll pay all the freight charges to your location. (There's a surcharge to Alaska and Hawaii.) You'll have 45 days to test one and decide.

LONG ENOUGH

45 days is a long time for you to use it every day and notice the improvement in your physical condition. It's a long enough time for you to test the unit's quality, and to see how it holds up against the pounding you're going to give it. And finally, if you normally jog outdoors, it will demonstrate the advantages of jogging on a better, more secure surface without any of the disadvantages of jogging outdoors. Then, at the end of the 45 days, make your decision.

If you're not absolutely pleased with your unit, return it within a few days for a prompt refund. We pay the freight to your place and you pay the freight back to ours.

I can't express enough enthusiasm for the Precor Runners without sounding like a Madison Avenue pitchman. I just plain like the system. It has changed my life and given me full value in just the first year I've used one. I'm encouraged to use it every day, I feel healthier and I keep my weight in check. I urge you to try one, too.

To order, credit card holders call and ask for product by number (shown in parentheses) or send a check to address below.

Precor 910ei with Elevation (7013M) **\$2,195**
Precor 910e (7014M) **1,995**

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Space

NASA research leads to self-contained life support systems for marine life. Humans are next.

You are about to discover one of the most significant developments in our drive to conquer space. Yet, only those who read this article completely will appreciate the major breakthrough we have just uncovered.

A small company in Arizona, in conjunction with NASA researchers, has taken the first step toward creating a system that will support life in space and that may eventually result in the development of a manned deep space probe or a permanent orbital space colony.

The first step we've mentioned involves small shrimp-like sea creatures in a glass sphere called the SEBRA® Space Probe. After ten years of experimentation, scientists finally hit upon the exact ecological balance required to maintain life for from four to eight of these creatures in a totally encapsulated sphere filled with plant life, water and atmosphere. Here's how it works.

SPECIAL WATER FORMULATION

Four shrimp of a highly evolved species and a special water formulation are placed in a glass sphere along with a green plant. A specially controlled air mixture enters the sphere to create an ideal atmosphere. The sphere is then permanently sealed so that all resources for life are encapsulated in the unit.

The only outside requirement is light. Light causes the plants to produce oxygen in a process called photosynthesis. The shrimp need oxygen to live, and they eat small bacteria that grow on the plants.

The shrimp in turn exhale carbon dioxide and produce waste containing nitrogen for plant food. The plant needs carbon dioxide and nitrogen to produce oxygen—all while providing a home for the bacteria.

The entire cycle is balanced and self-sustaining. The shrimp, plants and bacteria all live together, each consuming and producing only those elements they require to live a happy fulfilling life—all without polluting their environment.

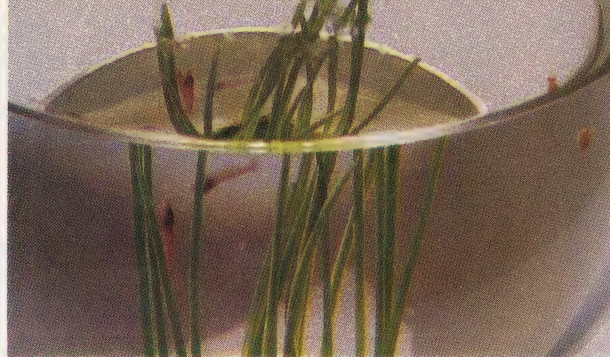
LIFE SPAN

The shrimp will live for well over five years with proper light although their life span could conceivably reach 25 years. If one of the shrimp dies, it will decompose from bacteria within 3 to 10 days turning into food for the remaining shrimp and nitrogen or fertilizer for the plant. Although the shrimp may produce eggs, the other fish will eat them to avoid overpopulation.

The air above the water contains the essential elements found in our atmosphere on earth and is formulated to simulate that atmosphere and to avoid any contamination or evaporation of the water.

The significance of this project is enormous. Taking the lessons learned in the Space Probe, scientists are doing research into higher life forms and the necessary ecological balances required to sustain life without the wasting of resources.

If such a system can be created for humans



in a self-sustaining space colony, we can explore the deepest reaches of space. Here on earth we can learn the balances necessary to insure life on our planet with our limited resources. But there's a twist to this story.

PET SHRIMP

The scientists felt that the SEBRA® Space Probe would make the perfect environment for pet shrimp. The scientists noticed that the shrimp swam, played, and seemed to enjoy their new home. The scientists also felt that the science taught by the Space Probe were good lessons for both children and adults. It was a great conversation piece. And in the few experiments they conducted with human interaction, many people became personally attached to the little creatures and hated to give them up.

But to produce the sphere inexpensive enough to sell to the public required economies that couldn't be justified. First, the glass used in the sphere is expensive. It had to melt at a low enough temperature so that the sphere could be completely sealed and not fry the shrimp.

Second, the shrimp are caught thousands of miles from the US mainland in their natural environment and require special transportation procedures. Third, the air and water are premeasured mixtures that must be chemically balanced and inserted in a controlled environment. Fourth, the entire mixture then has to be stabilized for a few weeks to make sure that the entire life cycle process will function for many years to come.

PLANTS REQUIRE LIGHT

And finally, there was no way to deliver the Space Probe. The plants require light to produce oxygen, and if there was no light within 48 hours, the shrimp would die from lack of oxygen.

The first SEBRA® Space Probe produced outside NASA laboratories cost over \$30,000 to develop. But through the production facilities of one of America's leading medical manufacturing firms and a leading university, the production costs have been reduced.

Only a few hundred have been produced for those who wish to purchase them from this advertisement. They cost only \$149. They make a great conversation piece, a fascinating pet for children and look perfect on any executive's desk. It's also the perfect display for any science classroom or library. The shrimp never require special food, or changes of water and are, without question, the easiest-to-care-for pet you can own.

MUST HAVE LIGHT

Remember, however, the Space Probe must have light. Most offices with fluorescent lights and windows will do just fine. But if your home or office is dark over the weekend or for any length of time, we recommend the optional \$69 fluorescent life-support lighting system that fits under your SEBRA® Space Probe and provides continuous light for a few cents per day. It also transforms your "experi-

The Space Probe is 5" in diameter and is 6" high resting on its life support stand.

ment in life" into a unique night light.

This life support is expensive because it uses two costly fluorescent tubes specially formulated for photosynthesis applications and all transforming functions are located within its base—all without causing excessive heat. But remember, you don't need the life-support light if you have sufficient fluorescent light or daylight where you keep the Space Probe.

To ship the Space Probe, the manufacturer uses Express Mail delivery. Each SEBRA® Space Probe life support system is shipped only on Monday or Wednesday to ensure delivery within 48 hours so that it won't wait at a post office or your company's receiving room over a weekend.

SPECIALLY DESIGNED BOX

The shrimp can withstand temperature extremes from 60°-90°F, and the box used to ship the sphere has been designed to protect the shrimp during their transport period. Special scientific papers come with each unit explaining the process and the significance of your purchase. And each sphere contains four shrimp.

We pay for the freight to your location. If you decide to return your Probe for a refund, we ask only that you pay for the Express Mail return so it will arrive during the week.

If you order the life support system with your unit, you will also receive a one-year life policy on your little sea creatures. A 30-day life policy is supplied for orders without the life support system. A special deluxe model is available which includes six to eight shrimp, the life support light and the bacteria substrate material shown above.

We are on the verge of some interesting technology that could have a significant impact on future space exploration. Be one of the few who own the world's first self-sustaining ecological life support systems. Order a SEBRA® Space Probe at no obligation, today.

To order, credit card holders ask for product by number (in parentheses) or send a check plus \$4.00 for delivery.

Space Probe (0077M) **\$149**
Life Support Lighting System (0078M) . **69**
Deluxe Space Probe (0079M) **250**

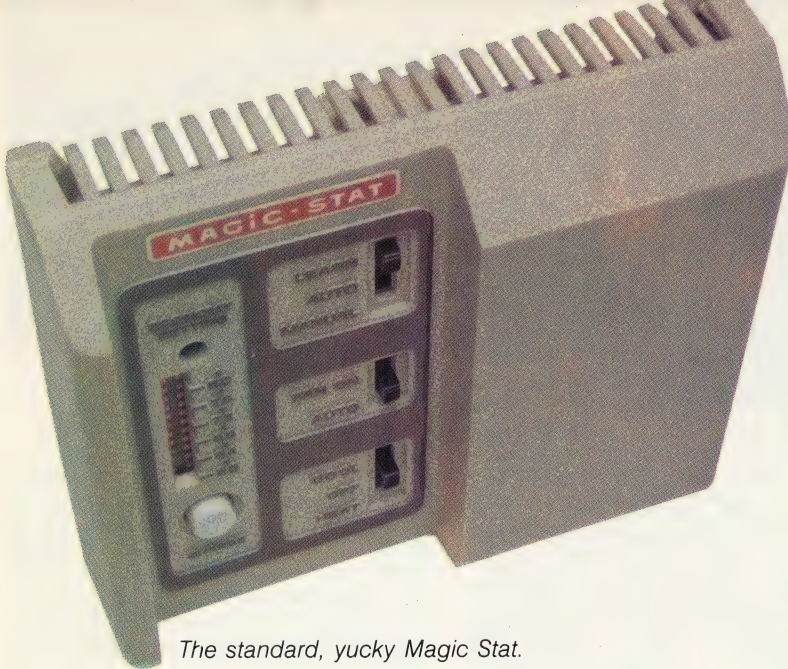
Note: Because of the confidential nature of this project, we cannot reveal the exact species of shrimp used, the plant material nor the chemicals in the water.

JS&A PRODUCTS
THAT THINK

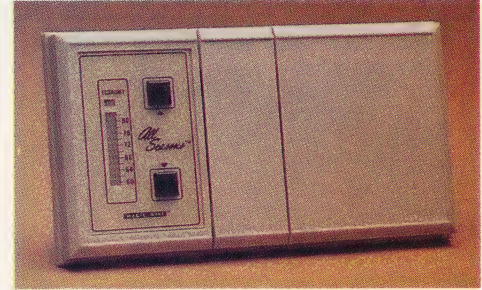
One JS&A Plaza
Northbrook, Illinois 60062
CALL TOLL FREE 800 228-5000
IL residents add 7% sales tax. ©JS&A Group, Inc., 1984

Magic Baloney

It had no digital readout, an ugly case and a stupid name. It almost made us sick.



The standard, yucky Magic Stat.



The new deluxe Super Magic Stat.

You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went "Yuck." We took one look at the plastic case and said "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off.

REAL LOSER

So there it was—at first blush a real loser. But wait. We did find one good feature—a feature that led us to a discovery. The Magic Stat installs in a few minutes and no serviceman is required. Thermostat wires in your wall follow standard color codes. So when you install Magic Stat, you attach the red wire to the red location and the white to the white. That's playschool stuff. And it's safe. Conventional thermostats installed over the past 20 years are generally only 24 volts, so you can either turn off the power or work with the "live" wires without fear.

OK, LET'S TEST IT

The Magic Stat installation was so easy that the least we could do was test it. And that's when we made an incredible discovery. We discovered that the Magic Stat was probably the most consumer-oriented, technologically-advanced and most sophisticated thermostat ever developed on the face of this earth and in our galaxy for all times ever. What made us switch from hating the thing to loving it? Read the following.

The Magic Stat has six setback settings per day and a seven day program. This means that in winter you could set it for 70° when you get up in the morning, drop the temperature to 54° when you go to work, raise it to 68° when you return for dinner, raise it up to 72° after dinner as you watch TV and then drop it down to 62° when you go to sleep. Count them—five settings with one to spare.

In one day the Magic Stat is programmed for the whole week and for weeks to come. If you want a different schedule for weekends, you can individually program the thermostat for those days, too. "Big deal," you might think. "What's so great about that?" Read on.

You set most electronic setback thermostats to the time you want the furnace to go on

in the morning, so when you wake up, your room is once again warm. But what if one morning it's bitter cold outside and the next morning it's much warmer? This means that setting your furnace to go on at the same time may, on one morning, leave you cold and on the next morning cause you to waste energy by warming up your house too soon.

By golly, the Magic Stat has everybody beat on this one too. Throughout the night it senses and computes the drop in temperature and the time it will take to get your room to your exact wake-up temperature. So if you want to wake up at 7 AM to 70 degrees—that's the temperature you'll wake up to every time. Because it's a patented concept, no other thermostat has this feature. But wait. There is also a patent on the setting feature.

SIMPLE TO SET

To set the thermostat, you press just one button. A small LED light scans the temperature scale until you reach your desired temperature and then you release the button. You change the temperature naturally, throughout the day, up to six times. The unit responds and remembers that exact living pattern. The present temperature is displayed by a glowing red LED on the scale.

The system also computes the ideal length the furnace should stay on to keep the temperature within a range of plus or minus one and one-half degrees. A battery backup lets you keep your stored program in its memory so power outages as long as eight hours won't let your unit forget. And if something happens and your power is out for a few days, the unit will automatically maintain 68 degrees when the power is restored.

Energy savings are also possible in summer when the Magic Stat controls your air conditioning system.

Quite frankly, we were so impressed with the unit, its ease of installation and setting plus its many energy-saving features, we seriously considered advertising it until we realized that our customers would probably not want to trust their future comfort to a product called Magic Stat. What if something went wrong with the unit? How substantial was this Magic Stat outfit? Remember, a thermostat is something you live with as long as you live in your home, and they're supposed to last ages. After all, your comfort depends on it.

Well, we did our homework. We found the company to be a sound, well-financed organization. They have been in business for several years, and they back their products with a five-year limited warranty. In addition, the company has a policy of buying back your unit in one year if you haven't saved its full cost in energy savings. We were satisfied with the company, the people, the product, its incredible features, the company's commitment to the product and above all, the energy savings.

We are so impressed now with the Magic Stat that we're going to make buying one irresistible. Buy one from us for only \$69. Install it yourself in a few minutes or hire a handyman to install it.

Or order the new Super All-Season Magic Stat that switches between your furnace and your air conditioning system automatically. You set it once for the whole year and forget about it.

Then enjoy the savings all year long. Not only will you save up to 30% on your utility bills, but you're eligible for the 15% energy tax credit. Then if you're not absolutely in love with this product one year later, return it to JS&A. You'll get all your money back and you can reinstall your old thermostat.

REALIZE SAVINGS

But we're counting on a few things. First, you will realize an energy savings and a comfort that will far surpass what you are currently experiencing. Secondly, you probably will sleep better breathing cooler air yet wake up to just the right temperature.

Beauty is only skin deep and a name doesn't really mean that much. But we sure wish those guys at Magic Stat would have named their unit something more impressive. Maybe something like Twinkle Temp.

To order, credit card holders call toll free and ask for product by number shown below or send a check plus \$4.00 for delivery.

Magic Stat (0040M) **\$69**
Super All-Season Magic Stat (0042M) . . . **89**

JS&A PRODUCTS
THAT THINK®

One JS&A Plaza
Northbrook, Illinois 60062

CALL TOLL FREE 800 228-5000
IL residents add 7% sales tax. ©JS&A Group, Inc., 1984

The control unit of the 630e.

Super Rowers

Nothing beats a good rower to build your entire body. Here are the ultimate rowers at good values.



The Precor 600 single piston unit.

If you could pick just one exercise that does the most good with simplicity and convenience, rowing is it. Rowing conditions your cardiovascular system by strengthening your heart and lungs, tones all major and most minor muscle groups, and provides a "complete" physical workout. Starting from your ankles through your lower and upper back up to your shoulders, rowing brings total body conditioning.

I particularly like rowing for my stomach. As I row, I lean back far enough so that I am forced to do a sit up as I pull myself forward. The Velcro® foot straps keep my feet in place so it's similar to doing sit ups on a slant board.

When I finish after just 15 minutes on the rower, my entire body feels the workout. My legs, thighs, stomach and arms feel tight. I produce a good sweat and I've got most of the exercise I really need for a few days.

EXAMINED MOST

I have examined all of the most popular rowers and I strongly recommend the entire Precor line. Many rowers look good, cost less but never last. Their compression chambers aren't precision and parts wobble and often don't fit. A bargain-priced rower can actually discourage you from exercising.

Precor is the designer and manufacturer of the successful Amerrec rowing machines. This patented product won design and engineering citations and established the Amerrec as the most successful rowing machine ever built.

When Precor developed their very own line, they went beyond making improvements on their Amerrec design. They use only aircraft-grade aluminum and anodized the surface. This gives the aluminum a high-tech look and preserves the color and strengthens the metal.

The metal components are attached by experienced aircraft welders from the Seattle aerospace industry who use tungsten inert gas in a heliarc system of welding that produces a solid, clean weld. This very difficult process means that all structural components are literally fused together. There are no bolts to work loose, no cheap metal to stress.

Each oar quickly adjusts to increase or decrease the resistance. There is a smooth precision feel to the oar motion made possible by the hydraulic compression cylinders. Nothing is cheap on this system. The large seat rides freely on precision ball bearings that are encapsulated in Delrin® rollers. All components are sealed against moisture and stainless steel oars prevent the rust that normally attacks other rowers.

There are now four Precor models to choose from—the very best electronic unit to the least expensive single compression chamber unit—but all have that precision construction that encourages you to use your rower and exercise on a regular schedule.

The following is a description of each of the

four rowers and their features plus my recommendations. Three of the models look so similar that I am only picturing one and I will describe the slight differences between the models.

Precor 600 The Precor 600 is a single hydraulic compression chamber system with the same-size seat and the same aircraft-grade aluminum used on Precor's more expensive models. The 600 weighs just 23 pounds, folds easily and is the smoothest finest quality unit in its class. It measures 10 x 15 x 48".

If you've purchased other single piston rowers and have been disappointed, the Precor won't let you down. The 600 operates so smoothly and yet is so compact and easy to store that it provides all of the incentives you need to stay on a good exercise program at a very reasonable price. If you've always wanted a rower but couldn't justify the high price tags, we think you will really like the Precor 600.

Model 600 (7081M 10.00) **\$175**

Precor 630e Here's the nation's ultimate exercise rower. Small sensors at both ends of each hydraulic compression chamber measure both the hydraulic pressure and the time of each oar stroke. This data is then fed into a C/MOS microprocessor and an exact measurement of the energy expended (or calories burned) is determined and accumulated in a memory.

The technology used to determine the calories burned during a particular exercise is called ergometrics or the measurement of energy. In Europe there are accurate ergometric medical devices that measure calorie burn, but they cost between two and three thousand dollars.

The liquid crystal display shows the total

number of oar strokes, the elapsed time and the stroke rate or the number of strokes per minute. Or you can view your calorie burn rate per minute (which is your actual computed power) and the total calories you've burned during the entire exercise period.

The 630e has large high-quality compression chambers and is the top of the line. If you prefer the very best, we suggest the 630e. It measures only 9 x 30 x 51" and weighs 43 pounds.

Model 630e (7038M 20.00) **\$575**

Precor 620 Here's the health club model or the 612. Its heavy duty compression chambers, larger size and heavier weight, make it perfectly suited for a health club or company exercise room. It measures 11 x 32 x 53" and weighs 46 pounds.

Model 620 (7061M 20.00) **\$395**

Precor 612 Here's our recommendation for the best value in a two-oar rower. It looks similar to the other two-oar rowers but has smaller compression chambers and less aluminum. We would show you a picture of it but the difference is hardly perceptible.

It's the perfect size for a home rower (9 x 30 x 50"), weighs only 30 pounds, stores upright in a closet or behind a door (as do the other models) and is very affordable.

Model 612 (7062M 12.00) **\$275**

Don't let another week go by without working out on a Precor rower. I strongly recommend one for the encouragement it provides and the overall tone it gives your body with the least amount of effort. Order one at no obligation, today.



All three dual-oar models look the same with the major difference being the size of the compression cylinders and the total weight of the unit.

Orange Torpedo

A water toy sure to make a big splash at your next pool party.

Kids love to swim. And with the new Swimotor, you'll never get them out of the water. This safe, battery-powered water toy is great for the pool or lake. You put it in the water, squeeze the handle, and the Swimotor will pull you through the water at a slow but steady pace.

The Swimotor is low-powered, so it's not really designed for adults. But for kids, it is an absolute blast. We gave a few to a bunch of children and sat back to watch the fun. They used them with inner tubes, to power inflatable rafts, and to simply chase one another around the pool.

Although the Swimotor is heavy (6 lbs. with the battery), it floats and a child has no trouble maneuvering it in the water. A battery charge will last for about 1½ hours of continuous operation. However, our kids found that the battery keeps sufficient power for 3 hours of almost steady use.

The propeller is completely enclosed within a soft plastic cage which measures about 10" in diameter. The Swimotor was designed with a child's safety in mind. The overall length of the Swimotor is 17," the width is 11" and it stands about 12" high.

Get a jump on next year's swimming season. Order the Swimotor—it's a great gift for the kids. Swimotor (3060M 5.00) **\$69**



Your kids zip through the water.



Digital Scale

Bring the readout to your eyes.

One of the problems with digital scales has been trying to read the digital readout. The readout can be small and difficult to see.

Now there's a product that brings a large, bright digital readout to eye level, or anywhere you want up to 6 feet from the platform.

The new Novus electronic scale has a thin cable connecting an LED module to the platform. And, there's more to this than easier reading. The module has a feature that lets you weigh babies or pets while holding them. First you get on the scale, set the weight back to zero, then pick up the child or pet.

Electronic sensors are highly accurate with a range up to 300 lbs. You can also switch the readout from pounds to kilograms. The unit operates on one 9-volt battery (not included), and the platform measures 3 x 10 x 11". This scale originally sold for \$59.95 but is now only \$49 during this special offer.

Novus Digital Scale (7025M 4.00) **\$49**

Super Cart

A really nice luggage cart is a traveler's best friend. Here's the best you can buy.



The cart carries the Stinger—a new idea in pest control (7105V).

I hate luggage carts. It seems that each one I buy falls apart, is too short, too weak or is just plain too cheap. And all of them have come out of the Far East where people try to skimp on costs or have shorter arms that mine.

That's why I absolutely flipped out with the Super Cart—a real quality cart that was built for Americans in America by Americans.

The Super Cart was invented by an American while he was in Europe. He was tired of dragging his luggage through airports and train stations when he paused for a moment, thought about possible solutions and then hastily sketched them out on a piece of paper.

The rest of the story is history. His luggage cart design quickly became a reality and within a few weeks of his return, he was in production with what we feel is probably the finest unit of its type ever designed. Here's why.

The wheels are big rubber tires that make it easy to go over cracks on pavement, elevators and up or down curbs. It is constructed of solid tubular metal—strong enough to carry heavier loads—and it collapses quickly to either check with your baggage or throw into the overhead rack of any airplane.

What I particularly liked were the support wheels on the back. You can load the cart up with heavy bags and lean the cart back to rest on its back support wheels. This makes wheeling it like pushing a shopping cart. There's no balancing required to make it easy to push or pull and best of all, you can stop, rest the cart, and it stays upright. Elastic reinforced straps hold the luggage on the cart and easily wrap around the unit when it folds.

I strongly recommend this luggage cart and urge you to give it a test. You'll appreciate the quality, I promise you. Joseph Sugarman Super Cart (0098M 4.00) **\$79**

Flashlight With Ears

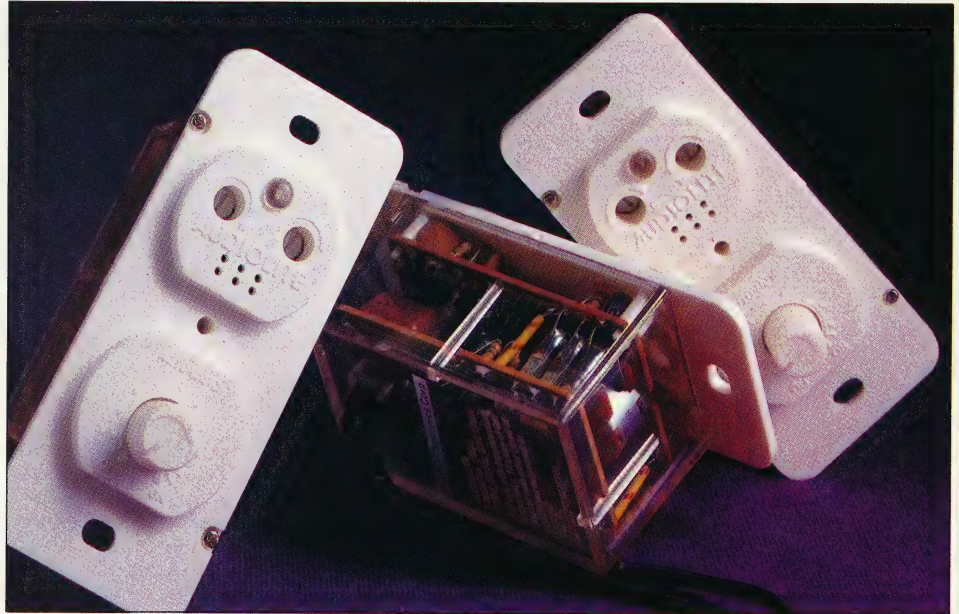
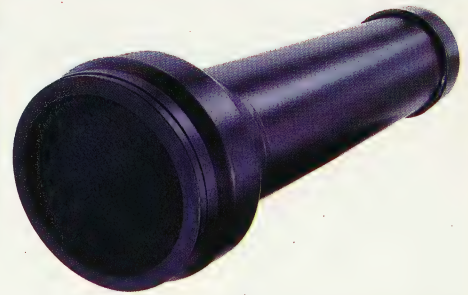
Why would a flashlight need ears?

The answer, of course, is that flashlights don't need ears. But some clever engineers came up with an idea. They put a highly sensitive and directional microphone inside an acoustic chamber (which just happens to look like a flashlight), made it completely portable and attached a great pair of headphones. What did they end up with? The Bionic Ear—a device that helps you hear distant sound like it was right next door.

The Bionic Ear is a very useful product. If you're a hunter searching out game, a farmer trying to find pests in your fields or a policeman doing surveillance, the Bionic Ear can really help. Please, however, don't use the Bionic Ear to snoop. First, it's illegal, and second, if you use it on busy streets or where there's a lot of background noise, it won't work very well.

The Bionic Ear comes complete with 9-volt battery, headphones, volume control and there's also a hand-held parabolic dish available which improves the unit's directional accuracy. You'll be able to locate noises faster with less background interference. Why not order your Bionic Ear, today?

Bionic Ear (4030M 4.00)\$99
Parabolic Dish (4031M 3.00)35



Sound Switches

Snap your fingers and turn on the lights with America's most convenient switching device.

Now when you walk into a room, the sound of your voice can turn on your lights. Imagine the convenience when you enter a room with your arms full. Think what it could mean for home security—lights scare the daylights out of burglars.

The Audiolite is a wall switch available in incandescent and fluorescent versions. It replaces the present light switch and requires a conventional 2-hole faceplate available at any hardware store.

There are two controls to set on the front. One is the sensitivity adjustment. It sets the sound level necessary to turn on the switch—from the sound of footsteps, to a snap of your fingers, to a loud shout. The second control is a timer that sets the amount of time the light stays on, from 7 seconds to 7 minutes. If there is no further sound, the light shuts off. There's also a manual on/off override. The incandescent model has an 11-position dimmer control to adjust the degree of brightness, plus a daylight sensitive photocell—no need to turn Audiolite off during daylight hours.

Our second model is even easier to install. All you do is plug it into a wall receptacle, plug in a lamp, set the sensitivity and time (up to 8 minutes) and walk away.

All models work with bulbs up to 300 watts. Order a bunch today and use them around your home. You'll love their convenience.

Incandescent (9090M 3.00)\$29
Fluorescent (9091M 3.00)29
Plug-In Model (9092M 3.00)29
Assortment of Any 4 (9093M 4.00)99

Pest Zapper



Eliminate bugs and pests.

You can now eliminate your bug and pest problem with a product that really looks great.

The ultrasonic Bug Zapper represents the state-of-the-art in pest control. There are no messy traps, dangerous poisons, powders or sprays, and no "fried" insects from electronic lanterns.

Instead, the Bug Zapper utilizes micro-electronic space-age technology to create a sound sweep of those ultrasonic frequencies that only pests can hear—frequencies that really annoy them. Bugs and rodents learn to stay away, yet the sound is totally harmless to humans—we can't hear it.

Birds, dogs, cats and fish are not affected by the Bug Zapper, but the unit annoys mice and rats keeping them away. So, be careful if you have a rabbit, gerbil or pet mouse, the Bug Zapper will annoy them, too.

There's no installation—just plug the UL listed Bug Zapper into any 110 AC outlet. It stands less than 6 inches high and protects an area up to 1,500 square feet. Use it in any indoor area you want to protect. It's maintenance-free and will not interfere with TV, radio, alarms, smoke detectors, or other devices.

It's the most civilized way to rid ourselves of those nasty pests. Order a Bug Zapper now before those mice and bugs start invading your home this spring.

Bug Zapper (0035M 3.00)\$29

Here's a space-age solution to a real pesty problem.



Latest Fad

Japanese fad invades America.

Japan has just spawned another giant fad called the Singing Machine. Engineers took a professional recording studio complete with echo chambers, tape dubbing and sound enhancing electronics and condensed it into a small portable enclosure. They then recorded about 200 of the most popular songs with full orchestra and background chorus on 8-track tape, but without the normal lead vocals. So, any person with an average voice sounds like a professional.

While singing with the full orchestra accompaniment, you can record your voice with the built-in stereo cassette tape recorder. The Singing Machine comes complete with ten prerecorded 8-track tapes with four songs on each tape and a booklet listing about 200 other songs that are available. You can use one or two standard microphones with the Singing Machine, however the microphone we offer as an optional accessory is unidirectional and blocks out background noise, noise from the 8-track tape and any feedback which could be a problem with another mike.

The Singing Machine measures 8 x 14 x 20," it operates on household current or ten D-cell batteries (optional) and weighs 24 lbs.

Singing Machine (3050M 5.00) **\$399**
Microphone (each) (3051M 2.00) **79**

If you already have invested in your own stereo system, then all you need is the new 1000 model shown above. You still get the special audio effects, but you use your stereo's speakers and amplifier to enhance the sound. Only 4 1/2 x 7 x 8 3/4" and just 5 1/2 pounds.

1000 Model (3053M 4.00) **\$149**
Microphone (each) (3051M 2.00) **79**



Orient's Wish

Here's a watch that tells more than just time.

You can tell a person with good taste by a few small clues. Their jewelry, their clothes and very often their watch. And an elegant gold watch says something really special about a person.

These slender men's and women's timepieces from the Orient Watch Company are so tastefully designed and impeccably crafted that we had to include them in our collection.

Normally we only offer digital watches, but in our opinion the technology, the circuit integration and the electronics more than qualify these beautiful watches for our publication.

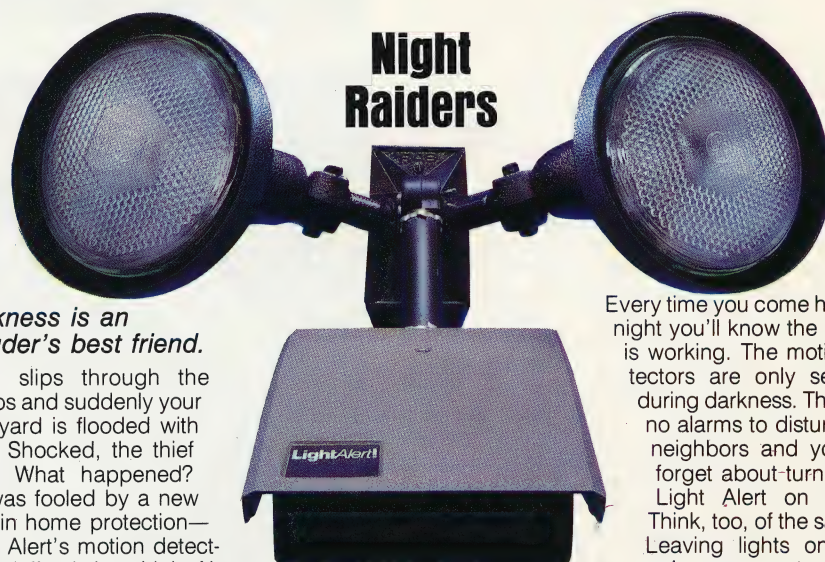
They feature four micron 14K gold plate on both the case and integrated bracelet. The accuracy is guaranteed to be plus or minus 15 seconds per month, and each watch will run two to three years on batteries which can be

changed by any jeweler.

You may not have heard of Orient before. Until recently, their watches were only sold in the US under different brand names—well known names with outstanding reputations. Now Orient has set up facilities in this country and we're certain that the reputation they have earned through other American brands will quickly spread under their own name. If your watch should ever need service, you can send it to Orient's US repair center, however most jewelers who repair a Seiko watch can also repair the Orient.

If you're looking for an outstanding timepiece, we urge you to order an Orient, today.

Men's Watch (2065M 3.00) **\$169**
Ladies' Watch (2066M 3.00) **159**



Darkness is an intruder's best friend.

He slips through the shrubs and suddenly your backyard is flooded with light. Shocked, the thief runs. What happened? He was fooled by a new idea in home protection—Light Alert's motion detecting on/off switches. Light Alert can fill your yard with light even if someone only comes to within 40 feet of your home. The detector's sensitivity is variable and the angle of the detector and lamps adjust to provide maximum coverage for your yard, walkway or house.

The Light Alert is also a friend. It will automatically light up your walk or driveway when you arrive home at night, and you can set it to stay on for only 20 seconds or as long as 20 minutes—giving you plenty of time to open the door. The Light Alert is extremely reliable.

Every time you come home at night you'll know the system is working. The motion detectors are only sensitive during darkness. There are no alarms to disturb your neighbors and you can forget about turning the Light Alert on or off. Think, too, of the savings. Leaving lights on while you're away costs money.

The Light Alert goes on only when it's needed and shuts off automatically.

Installation is simple. The box attaches with two screws and there's a 70" AC cord. Or, the Light Alert can be hard-wired into your home.

It is 18" wide, the shades are 5 1/4" across and it uses standard outdoor floods (not included).

Complete Light Alert (9075M 5.00) **\$299**
Sensor Only (9076M 4.00) **199**

Complete Light Alert shown. The sensor by itself needs to be connected to your own outdoor lighting system.

Don't be tricked by high-tech sales pitches and features you don't need. Here's a no-holds-barred report that may save you a fortune.

Cellular Telephones Explained

Cellular phones are here. But the best phone may not necessarily have the "latest" features. Here are some examples.

Light Handset The most popular handsets are those with the tone pad integrated into the back of the handset. Some call it space-age—I call it stupid. The last thing you want to do is hold up all the bulk and weight while you're driving through traffic. Get a unit with a simple light handset that looks and feels like your telephone at the office.

Tone Pad I wonder how many accidents are caused by people talking on a phone and trying to jot down a phone number while they drive. Believe me, it's not easy. With a tone pad in the telephone base you can enter the number directly into the telephone—even while talking.

Real Buttons I prefer real buttons as opposed to the membrane keyboards found on the most popular phones. First they resemble a real tone dialing telephone—something I'm familiar with. Secondly, I know when I've entered a digit because I've got the positive feel of a key being depressed.

Number Display Get a phone with a big display so you can be sure you've entered the correct digits. With a cellular phone, you first enter your number and then press the send button. This gives you time to review the number before you press the send button. And make sure the display is fluorescent, not an LED which is practically impossible to read in bright light.

All the better phones have built-in ten-number memories—a great help for frequently-called numbers including long distance services. Make sure yours has a speaker so you can first hear your party before you pick up the phone.

A cellular telephone will have a small power pack mounted in your trunk. Make sure it comes with a mounting bracket to discourage theft and a release key to make it easy for you to remove the unit for storage.

Don't pay over \$2,000 for a good unit with

all these features nor let the salesman convince you that a cellular telephone requires special installation procedures and costly service and maintenance.

The truth is that you can have one installed for about \$150 by an experienced radiotelephone installer who will also provide you with a phone number. I've had one in everything from a Mercedes 450SLC sports car to an Olds Toronado, and believe me these phones fit in quite easily.

Most of the cellular telephones are being manufactured in Japan and will give years of trouble-free service—even with the enormous temperature extremes in your car.

We suggest that you check locally to find a supplier of a phone with our recommended features at a price of no more than \$2,000. If you're unable to find one, then we will be happy to supply you with one directly from our warehouse at our distributor price.

STANDARD MODEL

The Standard JS&A model has all the features we described above plus a few that make it even more valuable. First, it contains a horn button. Press this button and if you're outside your car, your horn will sound whenever your phone rings. There's also a last number redial feature, an 11-digit large fluorescent display plus an excellent quality design made specifically for JS&A by one of the leading cellular telephone makers in Japan.

Remember, we said service for a good unit is rarely required. But if service is ever required, you pull off the cables and pop the quick release mechanism, remove the 8½ x 12" power supply and mail it to one of our several authorized service centers. In the three years I've had a cellular telephone, it has never malfunctioned.

The Standard JS&A model has a one-year warranty, comes with all the cables, brackets, and hardware you'll need for installation and an antenna that can be mounted where you want

it, without destroying your car's looks. Install it yourself or bring it to a local radiotelephone installation center.

BASIC TELEPHONE

The basic telephone located in your car sells for only \$695 and measures 4¾ x 9 x 3½" deep. The trunk power supply sells for only \$800. The antenna and all hardware cost only \$100. A total purchase including all hardware is only \$1595.

These phones are being sold at our warehouse distributor price so we cannot accept credit card or COD purchases. Only checks or money orders please.

NOT THE SAME

Cellular telephones are not all the same. We've just proven that. But before you buy, make sure you know all your options. We also hope you buy your next car telephone from us. We'll guarantee your satisfaction.

Install the Standard JS&A cellular telephone in your car. Register it with your local authorized telephone company and use it for 30 days. See how handy and profitable a car phone can be and experience all the good features of JS&A's Standard unit.

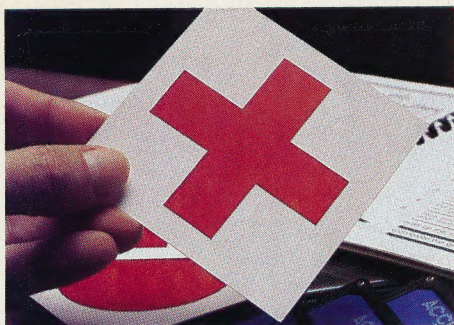
If for any reason you wish to return it, simply send it back to us with all components plus a \$400 restocking and use charge. You are also responsible for any phone charges you might incur. But if you are absolutely pleased, as we are confident you will be, then simply keep your unit and enjoy the advantages of having an office in your car.

If you're considering cellular telephones we strongly suggest that you check out the market. Only then will you appreciate our offer. Then order a Standard JS&A cellular mobile telephone at no obligation, today.

Standard Phone (1066M 6.00)	\$695
Power Supply (1067M 6.00)	800
Antenna and Hardware (1068M 6.00)	100
Total Package (1069M 12.00)	1595

The phone we recommend is the one shown above.





Weird Story

I'm not asking you to believe me but please just read this incredible story.

By Joseph Sugarman

It takes a lot to shake me up. After all, I get to see the latest in space-age products years ahead of anybody else. But what I've seen and experienced over the last year has been quite incredible.

I was sitting in an office in New York City talking to Stuart, a very successful friend and businessman. I told Stuart that I had to make a very critical decision in my business and needed some advice.

MADE TWO CALLS

Stuart looked at me and said, "Joe, let me take you to two people who can help you." He picked up the phone, made two calls and set up appointments for me that evening.

As we drove to the appointments, Stuart briefed me on what to expect. "You're going to meet two different psychics—two ladies who will not only tell you what decisions will work out best but what to expect in the future."

Now I had heard about psychics being used by the police to find criminals or evidence and how some sensational newspapers always printed predictions made by psychics, but I never took them seriously.

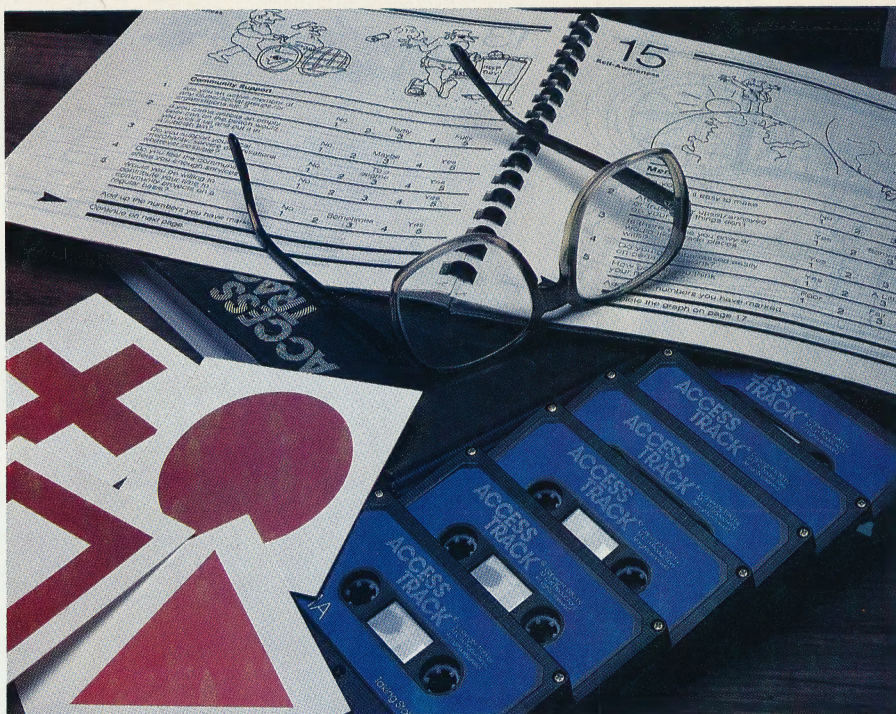
I'm not into the occult or fortune-telling or any of the weird metaphysical garbage. And quite frankly, I'm skeptical by nature—I have to be with everybody trying to pitch their "revolutionary" products. But I was curious and decided to give it a shot.

START OF TRIP

That one evening with Stuart was the start of a mental trip that has taken me one year to travel—a trip that has led me to a few discoveries I want to share. Here's what happened.

The first psychic sat me down and told me about myself, my future and even described the situation surrounding my business deals—facts that nobody but I could know. She gave me advice and gave me a direction she saw me following. The second psychic (who did not know the first one) gave me pretty much the same advice.

Driving back to my hotel, I told my friend that the ladies seemed quite accurate and how im-



The red symbols are also used in the program.

pressed I was that they both came up with the same answers. "That's why I took you to two Joe. This way you get a second opinion."

As the months went by, sure enough most of their predictions came true. Not everything came true but enough did to cause me to go again to some top psychics in the Chicago area and in Los Angeles. I read many books on the subject. How do the psychics tap into the future? Do you control your own destiny? Can the skills be learned? Can a businessman use these skills in running his business? I came up with some interesting conclusions.

First, I learned that the subconscious is the key element in explaining psychic phenomenon. We all have, through our subconscious minds, the ability to tap into our intuition and get answers to problems that often lead us to the goals we want to achieve. A psychic is simply tapping into our subconscious and telling us what our own intuition could tell us if we would let it.

BEST DIRECTION

If we could follow our intuition, we could sense the best direction to take to achieve our goals. Decisions would come easier and would be made with greater confidence. With the proper insights we could make our own luck while easily achieving material and spiritual goals.

I also learned something else that came up in practically everything I studied. To communicate best with your subconscious and eventually develop your intuition you had to learn to relax totally.

Once in a relaxed state, you could program your subconscious to achieve practically any goal you want. You can become more creative, improve your health both mentally and physically and you can share these skills with others.

SKEPTICAL OR BRAINWASHED

Now I realize that this all may sound like I've flipped out or gone off the deep end. Remember, I said I was skeptical. What happened?

I discovered a cassette tape program produced in Australia called Access Track that encompassed the most valid concepts I had learned in my research. It also included a series of relax-

ation tapes that were quite effective and it gave tangible evidence that the program worked even during its initial use. I contacted the developers of the program in Australia and obtained the exclusive rights to the concept in the United States and Canada.

There are six cassettes and a workbook in the Access Track program. The workbook lets you evaluate your own personality and your level of self actualization so you can monitor your improvements in future months. The six cassettes give you first an explanation of the concept and the role of the subconscious. Then there are seven relaxation programs that help you tune into your subconscious to set and achieve any goal—from improving your appearance to acquiring wealth or property.

NOT TYPICAL

The concept is not like the typical motivational cassettes. There is nothing about a "positive mental attitude" or a "think and get rich" theme. Yet the concept is so powerful that I contend you can achieve specific goals beyond your wildest imagination while tuning into your intuition just as a psychic does.

But we're all human. And for some of us this program might not work. So we give you a generous 45-day evaluation period to test and apply its principles. If my hunches are correct those of you who give it a chance and who follow the program and use its principles will achieve enormous personal satisfaction. If not, return Access Track and get all your money back.

SHOULD BE IN LIBRARY

I have found my research into psychic phenomenon to be an exciting experience. Access Track combines the basic principles of goal-setting with the most valid aspects of psychic phenomenon to provide a new approach to self enrichment and self-actualization. It does work, it certainly is avant-garde and should be in the library of every open-minded, success-oriented individual.

Order the Access Track cassette program at no obligation, today.

Access Track (5075M 4.00) \$69



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Fendt working in his bicycle shop.

Peter Fendt stands by his new bicycle outside his factory in Marktoberdorf, Germany. His bicycle has the world's first direct drive transmission.



Luxury Bicycle

Drive a Mercedes and you'll have an idea of what it's like to own this German-made bicycle.

By Joseph Sugarman

In the small German town of Marktoberdorf is a small bicycle factory run by a clever engineer named Peter Fendt.

While most bicycle designers searching for the ultimate design were installing ten-speed transmissions, Fendt was installing a three-speed. While most were striving for the lightest-weight bicycle, Fendt was striving for the most comfortable and mechanically advanced.

When I personally visited the Fendt factory I had the opportunity to take a test ride on his new model. The closest thing I could relate it to was the experience of my first ride in a Mercedes.

DIRECT DRIVE

Bicycles normally have chains which transfer the energy you apply to the pedals to a gear sprocket, to a sprocket chain and then on to the rear axle gear. This process dissipates some of your energy plus requires you to be careful not to get your clothes caught in the sprocket. Chains are usually greasy, often attract dirt and have to be removed when you change a tire on the rear wheel.

The Fendt transmission is direct drive. A completely self-contained, enclosed direct-link gear system that has no chains and transfers the power you apply to the pedals directly to the rear wheel. It's the same principle that's used on the BMW motorcycles.

The direct drive system is more efficient than the chain and sprocket system, in that less energy is dissipated by the rider. Consequently, the bicycle pedals more easily.

The bicycle is not the lightest. It weighs 35 pounds. But with its direct drive system, it seems to ride much lighter than its actual weight. Since Fendt designed his bike to ride lighter, he kept his frame substantial—something that would insure it lasting a lifetime.

Because of the direct drive system, you don't have to take off the rear wheel when you have a flat. Simply take off the tire.

But there are other quality features. The 3-speed gearshift is made by Torpedo, the finest European name in bicycle gearshifts. It has a form-fitting Patria saddle, one of the most comfortable you've ever sat on. The super gloss finish and chrome accent touches give the Fendt a really quality look. Combine all its features and it really stands out in a crowd.

As you would expect, something as well engineered as the Fendt bicycle is not cheap. A fully-equipped bicycle personally inspected by Mr. Fendt and built in his small factory by hand

costs \$399. It comes completely assembled, and all you have to attach are the pedals. A small saddle bag comes with the bike and contains all the tools you'll need for any fine adjustments.

A second deluxe model has also been developed that also has shock absorbers on the rear wheels. Bumps melt away with this unique suspension system.

The Fendt is the perfect city bike. Its smooth ride and three-speed direct-drive transmission also makes it perfect for long cross-country trips, or short weekend outings with the family.

There are only 27 deluxe bicycles and a few dozen of the standard model available. Mr. Fendt can only make a handful each month.

Each bicycle comes complete with all accessories required by US law, including lights, generator, reflectors, air pump and a one-year limited warranty. Any bicycle shop can service the Fendt. A supply of parts is stocked in the United States.

The bicycle measures 32 x 70", weighs 35 pounds, and comes in only the standard 26" x 1 3/8" tire size, in mens or ladies.

HANDCRAFTED ATTENTION

If you already own a Mercedes, you'll appreciate the value and quality of the Fendt. If you don't own a Mercedes and want to experience the handcrafted attention to detail that a quality German product has to offer, test ride a Fendt.

Order one from JS&A. I'll personally make sure that your bicycle is shipped out promptly by truck to arrive in plenty of time to enjoy this fall or Christmas. Then test ride it. See how much easier it is to ride without fear of your clothes getting caught in a chain. It definitely takes a little getting used to.

If after your 45-day test you aren't convinced that the Fendt is not the best riding, most comfortable and practical bicycle you've ever owned, return it for a prompt and courteous refund. Where can you get the opportunity to test the ultimate bicycle—the Mercedes of the bicycle world—without the obligation to keep it if you don't love it after your trial?

My wife and I love ours. It's without question the best riding, quietest, most comfortable bicycle we've ever ridden. But act today to have plenty of time to enjoy your own Fendt for the rest of the year.

Standard Men's (0097M 40.00)	\$399
Standard Women's (0096 40.00)	399
Deluxe Men's (0082M 40.00)	469
Deluxe Women's (0083M 40.00)	469

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